Southern
HARDWARE

DECEMBER
1957

University Microfilms
313 North First St
Ann Arbor Mich 4

In this issue
A Directory of Sales Aids for 1958
Pg. 37

Including the SOUTHERN FARM EQUIPMENT Section

NEW MODEL 4100...
WITH YANKEE-STYLE BIT HOLDER

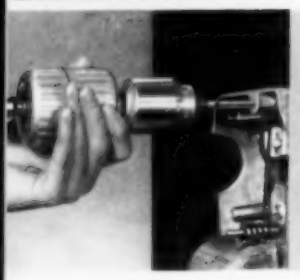
Supreme
Versamatic®

REVERSIBLE SCREW DRIVER and
SPEED REDUCER FOR POWER DRILLS

For Screw Driving... Versamatic increases power 7 times—will drive the heaviest screw with ease. It *reverses* for screw removal.

For Nut Running... On or Off... Use ¼" adapter furnished...drive socket attachments. Fast, safe. Works just like a power wrench.

For Heavy-Duty Drilling... Attach ½" Chuck (not included) and light tools will perform heaviest drilling jobs. Drive hole saws, masonry bits, etc.



For Power Tapping... Secure tap in ½" chuck—Versamatic will drive it through toughest material. Reverse to remove tap by power.

Drill Attachment is Big Profit-Maker!

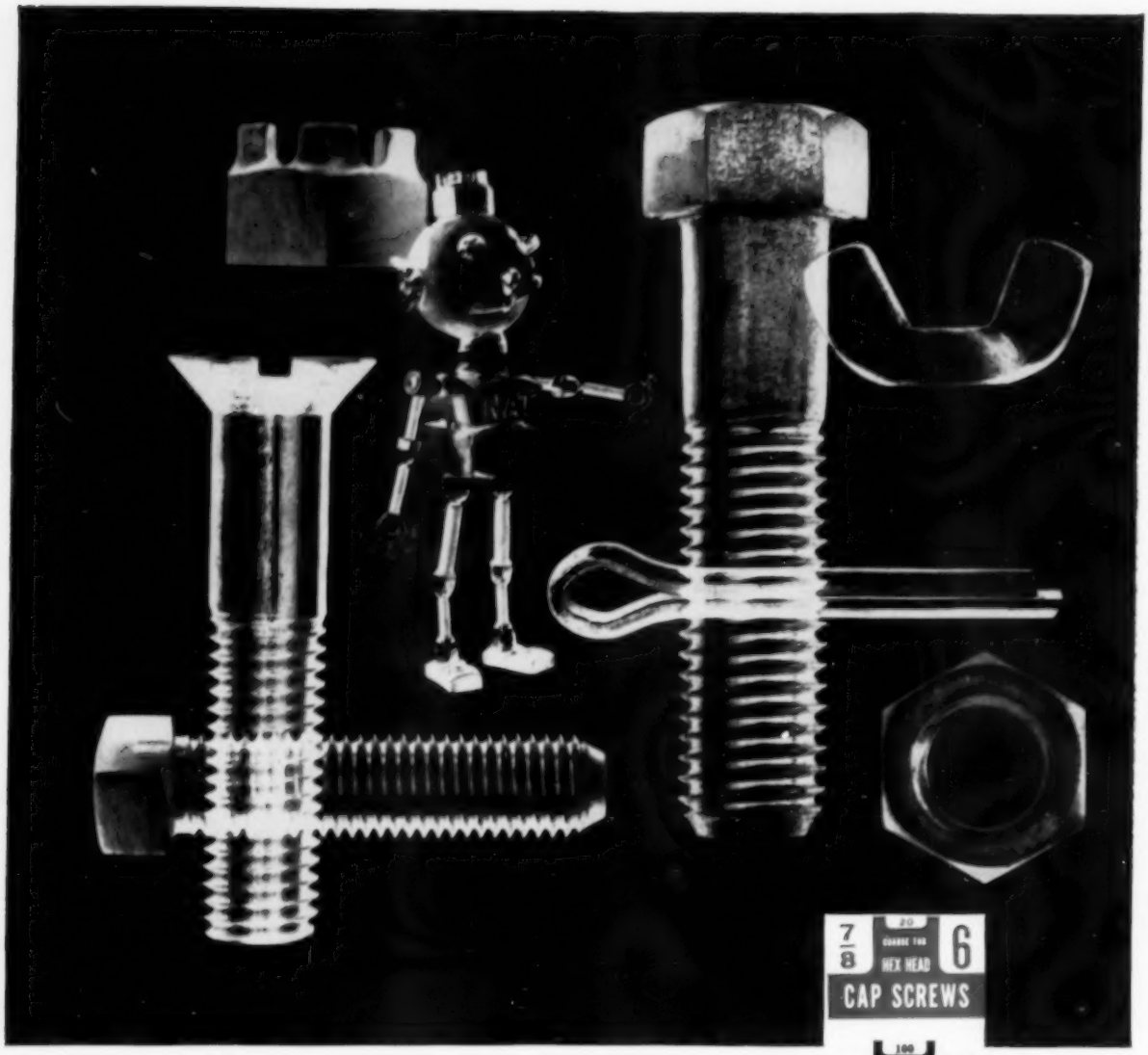
The Supreme Versamatic is a real power package—powerful in the work it does, powerful in its appeal for every drill owner.

Versamatic dealers get plenty of help. There's a terrific counter display—*free!* There are ads in leading magazines. Best of all there's word-of-mouth selling that creates a demand for Versamatic. Sell one—that sale produces two more.

Show your jobber this ad. Tell him you want in on this high profit tool. Display Versamatic soon.

LIST PRICE JUST **$14.95** COMPLETE

SUPREME PRODUCTS CORPORATION
2222 S. CALUMET AVE., CHICAGO 16, ILL.
A DIVISION OF A•S•R PRODUCTS CORPORATION



STANDARDIZE ON "NATIONAL"

. . . for highest fastener quality

National maintains *rigid quality control* throughout the production of its most complete line of fasteners. In this way, you are assured of selling fasteners that are uniform in performance and in quality. And, National fasteners come in bright packages . . . with easy-to-read labels for quick and easy identification. For over 60 years, National has maintained a reputation for the *best* in headed and threaded fasteners.

THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

***Pacific Coast:* National Screw & Mfg. Co. of Cal.**
3423 South Garfield Ave. • Los Angeles 22, Cal.

Set Screws
Wood Screws
Machine Screws
Nuts
Cap Screws
Tapping Screws
Stove Bolts
Carriage Bolts
Lag Bolts
Machine Bolts
Cotter Pins

National PRODUCTS

Fasteners

Hodell Chains

Chester Hoists

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.
Subscription price in United States and possessions $1.00 per year.
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March, 3, 1879.

Volume 126 Number 12

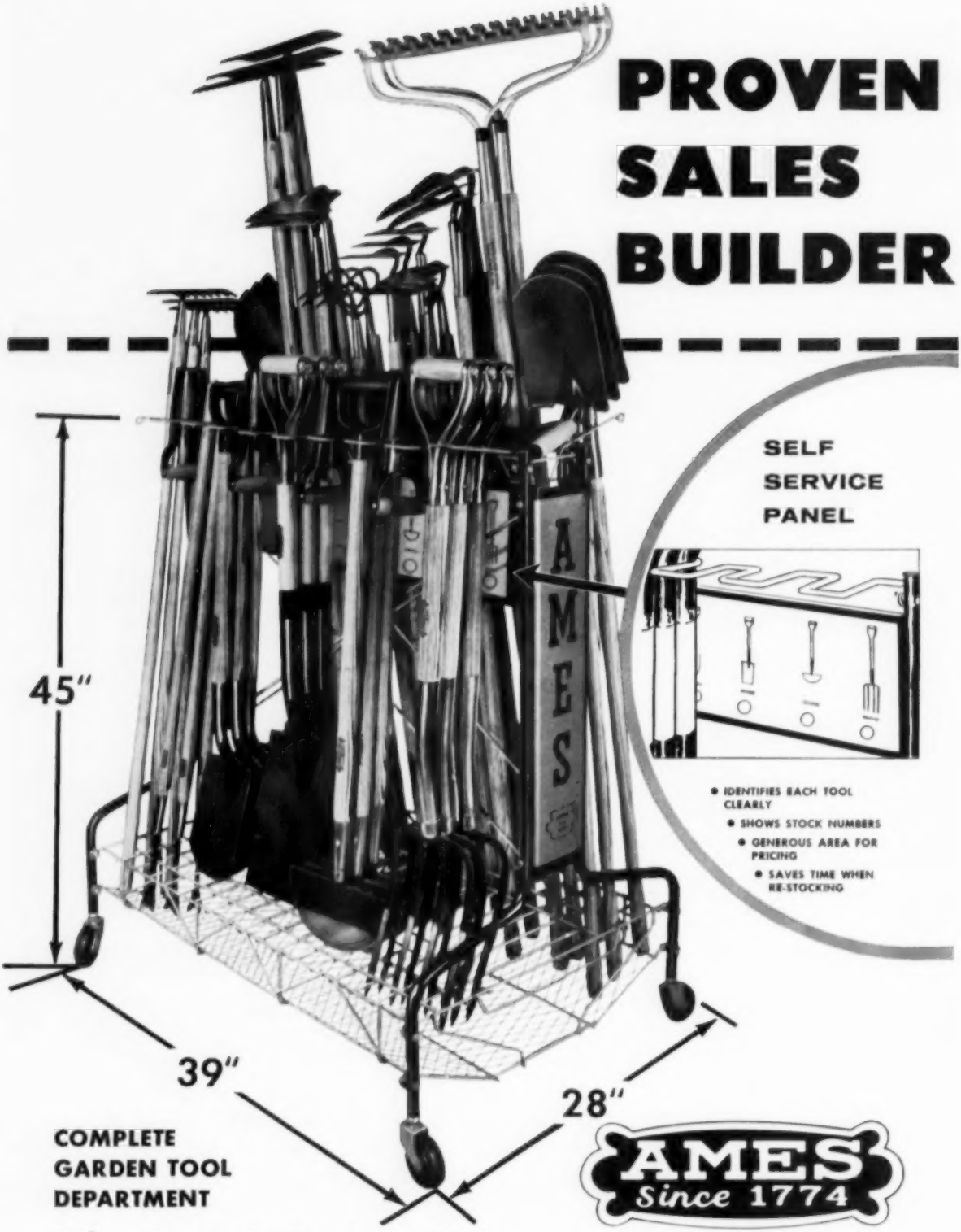
Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.

When Winter comes, what about roofing?

You'll find few farmers clambering around the barn roof this time of year. But you'll spot plenty of them snug indoors, going over their plans for the coming Spring. And those plans may well include new roofing and siding on various buildings around the farms. Next week or week after, they may be discussing their plans with you. They've already been conditioned by Bethlehem galvanized roofing advertising in Southern Planter and Progressive Farmer; will you be stocked up for their requirements?

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

BETHLEHEM STEEL



COMPLETE GARDEN TOOL DEPARTMENT

Self-Serve Ames Merchandiser with 60 matched "Chrome-Line" tools Catalog #AS60.
Profit on your first turn $61.44.
See your Ames distributor for details.

AMES
Since 1774

O. AMES CO.
Parkersburg, W. Va.

Ames also manufactures the famous line of Ames Maid metal household furniture and the new line of Ames-Aire casual furniture.

Southern HARDWARE

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 126 December, 1957 No. 12

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ANNUAL SUBSCRIPTION—$1.00

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Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N.E., Atlanta 8, Ga.

Publishers Also of

ELECTRICAL SOUTH — SOUTHERN AUTOMOTIVE JOURNAL
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No other jig saw has all these features . . . and is so low priced for volume sales

Outsell others 2 to 1 with the sensational all-new Shopmate Jig Saw

Early sales tests show you can expect two to three times the volume with this new Shopmate quarter-horse husky. It cuts 2 x 4's, makes 45° bevels on *either side*, cuts perfect circles and even makes its own starting hole. Auxiliary handle attaches to either side for added control.

The new Shopmate cuts everything from metals to leathers. Comes with three special blades that give it the combined versatility of seven other saws: rip, band, coping, crosscut, scroll, keyhole and hacksaw.

1. New—See-As-You-Saw Jig-Lite
2. New—Left or Right Angle Adjustment to 45°
3. New—Eight Inch Rip and Circle Guide
4. New—Auxiliary Guide Handle
5. New—Fast Cutting—2650 Strokes per Minute

EVEN THE RECOMMENDED PRICE LOOKS LIKE A SPECIAL!

Because we build the entire saw, from die castings to motor, we can provide this fine power tool at the exciting, and profitable, low price of . . . . . **$29.95** complete

SH 12-57

HERE'S PRE-SELLING SUPPORT!

Big space ads in potent consumer publications like the POST and POPULAR MECHANICS introduce this dynamic new jig saw for you. To help you more, you receive FREE ad mats, streamers and display material.

ADVERTISED IN The Saturday Evening POST

as advertised in POPULAR MECHANICS

Write for complete information

POWER Shopmate TOOLS

PORTABLE ELECTRIC TOOLS, INC.
320 West 83rd Street • Chicago 20, Illinois

BUSINESS TRENDS

► **Business Outlook**—As the Christmas buying season approaches business activity is at a near standstill with little to indicate any severe drop or significant rise. If there is any decline at all, government economists believe it will be slight. Soft spots in the economy causing worry is decline in inventory buying and a leveling off of business investment in plant and equipment. Consumer spending, however, continues high. Department store sales, for example, for the year are up 2%.

► **Consumer Income**—In the year's last half consumer income had increased to an annual rate of 347.5 billion dollars, up more than one billion from July and 5 billion dollars above the April-June quarter of this year. Such high level-income does not indicate any big or prolonged dip in retail sales.

► **Farm Income**—Farmers received 20.5 billion dollars from marketings in the first 9 months of 1957, about the same as in the corresponding period last year. Prices averaged 3% above a year ago, but marketings were smaller.

► **Installment Debt**—In mid-year installment credit outstanding increased 270 million dollars and now totals about 33 billion dollars, an all-time high. Figure is not considered excessive in view of the increasing number of families with incomes of more than $4,000 annually.

► **Construction**—Outlays for construction reached a new record of 4,017 million dollars in September. For the July-September quarter outlays were at an annual rate of 47.4 billion dollars, compared with 46.8 billion for the first half of the year. There has been a slight increase in outlays for residential construction, while industrial construction has continued to decline since April.

► **Wholesale Sales**— Sales by all the nation's wholesalers in August, the latest month for which figures are available, averaged 2% less than a year ago, but for the year's first eight months averaged a 2% increase. In comparison with the national average, sales by hardware wholesalers were slightly off. Sales in August averaged a 4% decline from levels of the previous year, and were off 1% for the eight-month period. For the same eight month period hardware wholesalers in the South Atlantic Region reported an average sales gain of 1%, while sales by the East South Central group and West South Central group declined 3 and 2% respectively.

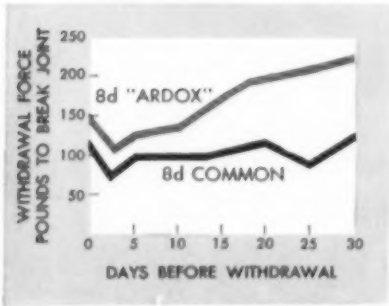
► **Retail Sales**—Latest reports from the Department of Commerce show that sales by independent retailers had increased about 8% in mid-summer over the previous year and for the first eight months of 1957 were 6% up. Sales by dealers in the lumber, building materials and hardware group were 1% down in August, but for the eight-month period were about even with '56.

"ARDOX®" SPIRAL NAILS provide higher count per pound

ARDOX spiral nails cost less per nail because the user gets more nails per pound. The spiral in the nail results in lower weight per nail. For example, there are approximately 4,100 more nails in a 100 lb. box of 2½ x 10½ ARDOX spiral nails than there are in a 100 lb. box of similar length common nails.

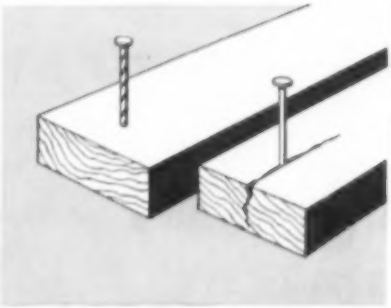
Get the facts about this superior, threaded-to-the-head nail, made from J&L high quality, higher carbon steel. For complete information on how ARDOX full spiral nails can cut your costs, write to the Jones & Laughlin Steel Corporation, Dept. 439, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

Jones & Laughlin
STEEL . . . a great name in steel



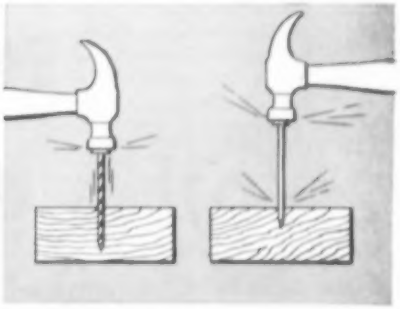
INCREASED HOLDING POWER

The ARDOX full spiral shank nail develops up to twice the holding power of equivalent common nails . . . gives you stronger, longer-lasting construction. Graph proves holding power of eight penny ARDOX nails driven into white pine, 10% moisture.



LESS SPLITTING

The ARDOX spiral nail turns like a screw when driven . . . threads its way into the wood with minimum fiber damage. The stiffer shank of the ARDOX spiral nail, with less metal bulk, greatly reduces the tendency to split.



EASIER DRIVING

Despite greater holding power, the ARDOX spiral nail actually requires less driving force. It speeds construction, reduces operator fatigue. Laboratory and field tests prove that ARDOX spiral nails are up to 30% easier to drive.

INDUSTRY NEWS

Tuckett Assumes Position with Greenlee Tool Co.

THE GREENLEE Tool Co., Rockford, Ill., announces the appointment of Martin J. Tuckett as assistant to R. J. Samuelson, vice-president in charge of sales. In his new position, Tuckett will direct

Martin J. Tuckett

the company's merchandising and sales promotion activities in the hardware and industrial fields.

Until recently, Tuckett was vice-president in charge of sales for the Estwing Manufacturing Co. with whom he was associated for the past 11 years.

◆

Retired Vice-President of Ott-Heiskell Dies

MR. CHARLES W. Blowers, associated with the wholesale organization of Ott-Heiskell Co., Wheeling, West Va., for approximately 50 years, died at his home in Wheeling October 26. He would have been 80 years of age in January.

Mr. Blowers joined the company as a traveling salesman in 1910, and continued in sales to become sales manager and vice-president. He retired in 1954.

◆

C. M. McClung Observes "Ed Barkley Days"

THE COMBINED sales forces of C. M. McClung & Co. and McClung Appliances, Knoxville, Tenn., chose September and October to honor Ed Barkley who is actively engaged in his 53rd year of service to the wholesale organization.

Joining the company in 1905 as assistant bookkeeper, he rose to serve in a number of executive capacities. He became president in 1940 and president and treasurer in 1941. In 1945, he asked to be relieved of his duties as president and treasurer due to a health condition. Since that time he has made a remarkable recovery in his

Ed Barkley

health, and has served as secretary and treasurer, secretary, and is now assistant secretary.

Mr. Barkley is active in numerous civic and educational activities and is much interested in Credit Association work.

Veteran Quartet at Utica Duxbak Meeting

A century and a half of service in the sporting goods industry is represented by this quartet of Utica Duxbak Corp. veterans at the firm's recent annual sales meeting at Rocky Point Inn, Inlet, N. Y. Left to right, Herb Frank, who joined Duxbak in 1911 and serves a southern territory; Walt Bailey, sales manager who has been in sporting goods since 1927, joining the firm later in his career; Wardell W. Jones, president and son of one of the founders, who began with the company in 1912; and Charlie Allen, northeastern representative who has been with company since 1926

AMERICA'S MOST POPULAR LINE OF PORTABLE LIGHTS

RADAR LIGHTS

BY **BURGESS**

MAKE LIGHT OF THE DARK

Deluxe Model TW3 (Illustrated)
Sandard Model TW4 (Without blinker)

Radar-Lite

40,000 candlepower sealed-beam headlight and a flashing red beacon make this light a must for motorists, campers, sportsmen and home-owners. Silver contact switches; brilliant chrome finish; lightweight and comfortable to carry. Radar-Lite is America's leading sealed beam flasher lantern. **Retail: $12.40 with battery**

TW9

Radar BEARCAT

America's newest focusing lantern. Oversize head and large reflector give a long clear beam or wide flood of bright light with a twist of the wrist. Has comfortable handle. Silver contact switch is positioned for one-hand operation. Attractive red finish. Rugged and compact—it is a "Bearcat" for the boat, car, home, cabin or farm. **Retail: $6.95 with battery**

Radar-Lamp

The perfect portable light. Obsoletes flame type lanterns. Gives safe bright light at the flick of the switch. Illuminates a wide area. Ideal for the boat, cabin, home, patio or farm. Safe for women and children. Equipped with new French gray or rust-tone batteries to compliment chrome or copper finish. The newest idea in portable lighting. **Retail: $8.95 with battery**

Radar-Line Accessories

Storage bracket, lens guard, carrying strap and other accessories are available for all Radar-Line products. Ask your distributor for the sheet showing the complete line.

Model TW7 (Brilliant Chrome)
Model TW8 (Lustrous Copper)

Radar-Flash

Low cost emergency flasher gives 85 hours of continuous service. 250,000 life-saving warning signals visible a mile. Steel-clad battery is leakproof, weatherproof. Ideal for autos—airports—docks—police and fire departments—highways. As essential as a tire jack. Packed in individual storage cartons.
Retail: $6.40 with battery

NEW—Powerful battery

Used on all Radar-Line lights. Six volts. Gives 4 times the service of old-fashioned lantern batteries for only 2½ times the cost—plus a sealed in steel, leakproof and weatherproof construction at no extra cost. Battery forms its own case—no danger of leakage, corrosion or rust to damage the light. **Retail: $2.45**

No. TW34

BURGESS • YOUR MOST COMPLETE SOURCE FOR BATTERIES AND PORTABLE LIGHTS

Batteries for: Flashlights, Lanterns, Toys, Ignition, Telephone, Radio, Model Ignition, Photoflash, Hearing Aids, Industrial Electronics.

Flashlight Cases, Penlights and Pocketlights.

POWERFUL CONSUMER NATIONAL AD PROGRAM

Backed by the most powerful national advertising in lantern history. Consistent Burgess advertising in—

Life	Saturday Evening Post
Look	Sports Illustrated
Outdoor Life	True
Sports Afield	Field and Stream
Farm Journal	American Legion Magazine
Progressive Farmer	Boys' Life
Mechanix Illustrated	Business Week

Plus daily newspapers and Sunday supplements in America's greatest population centers.

Contact Your Burgess Distributor Today!

BURGESS BATTERIES
BURGESS BATTERY COMPANY FREEPORT, ILLINOIS

INDUSTRY NEWS

(Continued from page 6)

Portable Electric Names Southwestern Manager

APPOINTMENT of Lloyd Bangs as Southwestern manager of Portable Electric Tools, Inc., Chicago, Ill., was announced recently by George Weatherby, vice - president in charge of sales.

Lloyd Bangs

Headquartering in Kansas City, Bangs will direct sales activities in Oklahoma, Arkansas, Texas, Louisiana, Missouri, Iowa, and Nebraska. Bangs was associated formerly with Western Auto Supply Stores for 20 years in sales and purchasing.

◆

Reynolds Aluminum Supply Plans Kentucky Branch

REYNOLDS Aluminum Supply Co. has purchased land and plans to erect a 70,000 square foot warehouse and office building in Louisville, Ky. The announcement was made by Paul H. Fox, president of Reynolds Aluminum Supply Co., Atlanta, Ga.

The new building, 341 feet in length, will include office space for approximately 35 employees, a large display sample room, and warehouse space for aluminum mill products, aluminum building products, and many other materials for builders and metal fabricators. Facilities will include power shears and slitters to cut metal to customer requirements.

An adjacent railway siding will provide unloading facilities for four railway cars. Four overhead cranes up to 10 tons in capacity and four docks each accommodating two large trucks will complete the facilities.

The building will feature aluminum curtain walls, aluminum windows and aluminum roof deck.

◆

Chattanooga Royal's Morris Farmer Dies

MORRIS L. Farmer, a product demonstrator for Chattanooga Royal Co.'s line of "Royal Chef" barbecue grills, died in an automobile collision on October 3. For the past three years Farmer has been in charge of demonstrating the grills throughout the U. S. and Canada.

◆

Rolston Joins Seminole Mower Sales Staff

SEMINOLE Mower Co., Sanford, Fla., announces the appointment of Mike Rolston to the sales and advertising staff at Decatur, Ill. He will work under the supervision of John P. Baldwin, sales and advertising manager for the Swivel Boy power mower. For the past two years, Rolston has been with the advertising department of Lawn-Boy.

◆

Bluefield Supply Buys Additional Facilities

BLUEFIELD Supply Co., distributor in Bluefield, W. Va., has taken another step in expanding its office and warehouse facilities, according to President J. Taylor Frazier. The company has purchased the four-story Bluefield Grocery building located in the same block on Bluefield Ave. with its other facilities. The new property will house the company's plumbing and heating department.

In discussing the purchase, President Frazier pointed out that, aside from giving that department badly needed space, the move will greatly lessen congestion in the present receiving-shipping area. The new building, formerly a wholesale grocery, has a large loading dock on the main stem and also has its own railroad siding.

Richards & Conover Appoints Van Keys

RICHARDS & Conover Hardware Co., Kansas City, Mo., recently appointed Van Keys as merchandise manager of its Housewares Division. Prior to his present appointment, Keys was associated with Lack's Wholesale Co., Houston, Texas.

◆

Thomas Industries Names General Sales Manager

T. R. FULLER has been named general sales manager for all divisions of the general sales department of Thomas Industries Inc.,

T. R. Fuller

according to Frederick Keller, vice-president and director of sales of the Louisville, Ky., company.

Fuller, who has been with the company for approximately eight years, has been sales manager of the Lighting Division for the past two years.

◆

Gensco Appoints New Rep to Cover Four-State Area

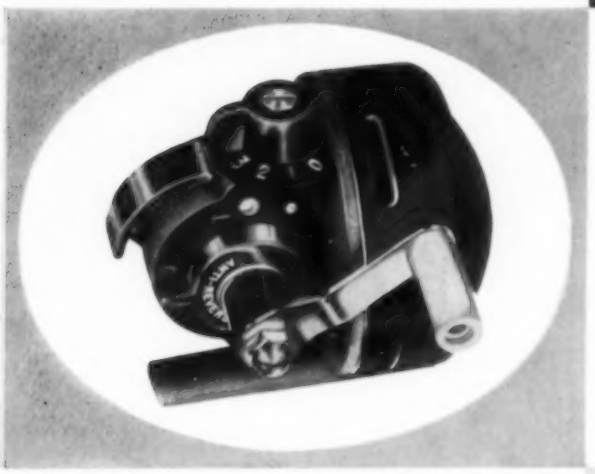
GENSCO TOOLS has appointed Stafford Jones Co. of Dallas, Texas as representative for its line of bow and pruning saws, wood chisels, builders hardware, stove bolts, machine screws, and wood screws.

Stafford Jones Co. will have Stafford (Stock) Jones, Stafford (Bill) Jones, Jr. and five men covering Texas, Oklahoma, Arkansas, and Louisiana for Gensco Tools.

once again it's Johnson

leading the field of "American Type" spinning reels

JOHNSON, the first spinning reel to give you exclusive Selecto-Dial drag . . . right or left hand retrieve on any rod . . . dual Anti-Reverse and PUSH-BUTTON CASTING, also many other firsts, now offers you the ultimate in spinning, the big, new, JOHNSON Citation, big brother to the world's largest selling spinning reel, the JOHNSON Century.



JOHNSON CITATION . . . For the biggest fresh water fish and light salt water fishing with these features—

Equipped with 125 yds. 10 lb. test line, 24" retrieve, all salt resistant parts, plus all the added time tested extras of the famous Century. All this, in addition to having the sleekness, beauty, and compactness you expect only to find in smaller reels.

JOHNSON CENTURY . . . Racing toward the one millionth mark in sales, this compact beauty has set the pace in "American Type" spinning reels with many features besides those mentioned above such as . . . Push-Button Casting, Change-Easy Spool, JOHNSON's exclusive Dia-Chrome Rotor, Tungsten Carbide Pick-Up, and many more. Complete with 100 yds. 6 lb. Test Line and an 18½" Retrieve, the CENTURY continues to open new horizons in fishing.

EXTRA SPOOLS—For Century Reel spool only $1.00. Spool complete with 6, 8, or 10 lb. line $2.00. For Citation Reel—spool only $1.50; spool complete with 10 lb. line $2.75.

introducing the **JOHNSON PRINCESS**

Elegance in Pink . . . describes this new JOHNSON masterpiece. The only reel designed specifically for the PRINCESS in your life. Fashioned in Granite Black and Princess Pink, the PRINCESS will make her entrance soon, keep watching for future ads.

So Perfect Experts Choose It,
So Simple A Child Can Use It!

THE DENISON-JOHNSON CORPORATION
Mankato 51A, Minnesota

Trouble-free Selecto-Dial drag adjustment insures perfect drag setting every time. End guesswork and fumbling.

Right or left hand retrieve on any rod, casting, spinning or fly rod is featured on all Johnson Reels. Conversion takes but a few seconds. Another JOHNSON first.

OUR SERVICE POLICY

Behind every JOHNSON Reel, is our ironclad warranty, the most liberal service policy in the industry. Reels within guarantee period are serviced free of charge. Reels outside of guarantee are put in perfect operating condition for a nominal charge of $2.00 which includes return postage.

PRINTED IN U. S. A.

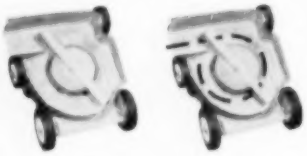
company

Sound financially, Johnston has made quality mowers for over 25 years.

Its efficient, well integrated new plant is outstanding in the industry.

line

Johnston's streamlined 1958 mower line has only the best selling sizes in the best selling price ranges. By eliminating slow-moving inventory units, you earn maximum profits.



new features

New Air Dome Design, New Jet Flow Discharge, New 6 Blade Reels are the result of complete engineering and product testing that keeps Johnston far ahead of ordinary mowers.

service

Johnston's nation-wide mower service organization enables Johnston jobbers and dealers to concentrate on sales and profits, without the usual service headaches.

YOU AND JOHNSTON CAN BE A

promotion with PROFIT PULL

JOHNSTON
JACOBSEN WORTHINGTON

Johnston's strong, consistent national advertising in important consumer publications makes Johnston a leading brand name. Johnston's aggressive local promotion includes a strong cooperative program, point-of-sale displays, sales literature and direct mail materials . . . all to increase *your* mower profits.

JOHNSTON LAWN MOWER CORPORATION
Brookhaven, Mississippi

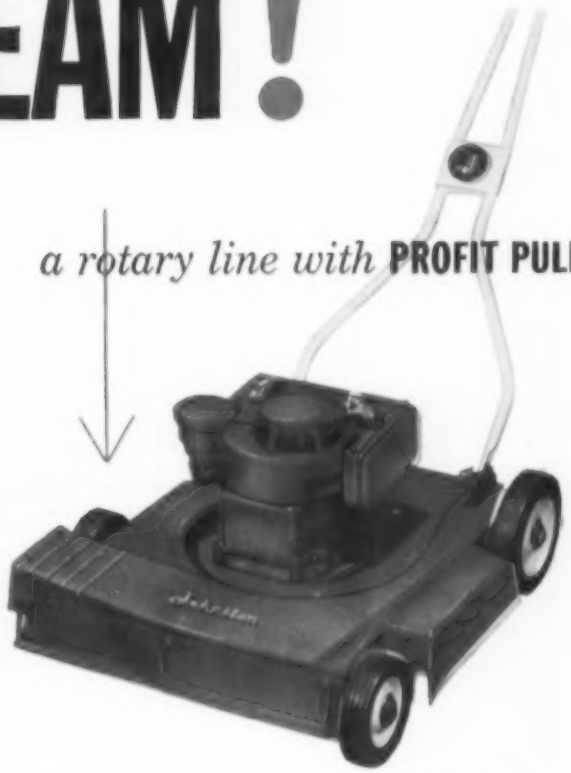
A subsidiary of Jacobsen Manufacturing Company

Write today for free full color, 1958 brochure.

PROFIT TEAM!

a reel line with **PROFIT PULL**

a rotary line with **PROFIT PULL**



1958 Johnston reel mowers are made to exacting standards, built to smoothly cut the finest lawns for years and years. New 6 Blade reel with 20% additional cutting capacity is a powerful sales feature. Available are standard and trimmer models, deluxe and budget units.

Every mower in the compact 1958 Johnston line has a sales purpose, will sell. Johnston rotary mowers include deluxe and standard models, hand and self-propelled units. Exciting new features include exclusive Air Dome Design, Jet Flow Discharge, special side trim slot.

18" J-Special—Smooth cutting, Reel type for budget buyers, recoil starter.

18" and 21" Lawn Patrol — Features New 6 Blade reel for waveless cutting; dual clutch control for convenient operation.

18" and 21" Velva-Trim — An outstanding trimmer type mower with preferred front throw and rear wheel drive.

18" Standard — A quality mower for the budget buyer. Both front and side trim, 4 cycle with recoil.

18" and 21" Deluxe — New Jet Flow Discharge, New Air Dome Design, exclusive side trim slot.

21" Self Propelled — Selective, variable speed transmission, front and side trim, offset wheel design.

DON'T PUT GREEN SPOT SPRINKLERS WHERE PEOPLE CAN SEE THEM

. . . especially Green Spot's new Oscillating Sprinkler. It could start a stampede. Just sneak it out when there are only a few people in your store. Even then, you'll have to be careful. Some customers get violent if you serve others first.

It's all the fault of our design people. When they re-styled our Green Spot sprinklers last year they did almost too good a job. People now find the Green Spot line quite *irresistible*.

So if you wish to avoid the inconveniences of heavy traffic and rising profits, keep Green Spot sprinklers out of sight. If you feel reckless, you might put one or two of them on your counter. But if money-waving customers break it down, don't send us the repair bill.

There's going to be some national advertising on Green Spot sprinklers. But they'll only appear in obscure, little-known magazines like the *Saturday Evening Post*, *Better Homes & Gardens*, *Time* and *Sunset*. Probably no more than 30 or 40 million people will see them.

One of our salesmen may try to talk you into using the colorful window and counter cards we've had made up. And some of our merchandise racks, too. *Don't commit yourself!*

No matter how many precautions you take, a mob of customers will gather in front of your store some morning to see the Green Spot line. When this happens you can do one of two things. Barricade the doors and call the police. Or fling wide the doors and let the customers in. We'd advise the latter.

Green Spot® by SCOVILL

SCOVILL MANUFACTURING COMPANY, WATERBURY, CONN.

INDUSTRY NEWS

(Continued from page 8)

Robinson to Head SSIRCO Sales in Virginia Area

CONSTANTINE Robinson, Jr., recently was appointed manager of sales of the Richmond, Va., warehouse operation for Southern States Iron Roofing Co. Robinson has represented SSIRCO in the Richmond area since 1949. In his new assignment, he will direct the

Constantine Robinson, Jr.

company's sales activities throughout the state of Virginia from Southern States' modern plant at 1910 Petersburg Pike.

Robinson joined Southern States in Savannah, Georgia in 1941. He served in various sales capacities in Savannah, Raleigh, and New Orleans prior to transferring to Richmond. He is a graduate of the University of Georgia.

◆

Red Devil Tools Holds Price Line

FOUR HUNDRED and fifteen of the total of 423 prices listed in Red Devil Tool's new Number 23 dealer's price list are the same as last year, a company official has announced.

The only price changes reported in the new sheet are in the list and dealer prices on the FP-33 twin-brush floor conditioner, down from $65.50 to $59.95 list and the 453 and 454 series glaziers' chisels, up about one dollar in list price.

The new price list, which gives dealer and retail prices for Red Devil's full line of glaziers' tools, painters' cutlery, wood scrapers, paint machines, floor machines, and hardware specialties, supersedes list Number 22D issued effective October, 1956. The new list which is effective as of September 15, 1957 supplements the firm's new Number 23 catalog now available to dealers from Red Devil.

Copies of the new four-page price list may be obtained by writing Red Devil Tools, Box 355, Union, N. J.

◆

Pictorial Tour of New Amarillo Hardware Plant

AN ATTRACTIVE 20-page brochure illustrating and describing its new warehouse and office buildings, and showing its location in the city, was brought out recently by Amarillo Hardware Co., Amarillo, Texas. Consisting principally of illustrations, the brochure includes a large aerial photograph of the plant and its location in the city and photographs of company officials, department heads, principal departments, offices, display rooms, delivery equipment, etc.

The brochure is dedicated to the memory of the late Edward W. Hardin, founder of the business and long-time president of the company.

◆

Huffman Buys Monark Lawn Mower Division

THE HUFFMAN Manufacturing Co. recently purchased the lawn mower division of Monark Silver King, Chicago. The Dayton, Ohio company entered the lawn mower business in 1950.

H. M. Huffman, Jr., president of the Huffman Manufacturing Co., stated that acquisition of Monark's tools now permits his company to offer two complete lines of mowers — Deluxe Huffys featuring Huffy's instant height adjustment feature called Hytamatic, and promotional Huffy Champs produced with the Monark tooling.

◆

Southern Sales Rep Named by Hager

DONALD H. Breckenridge, of C. Hager & Sons Hinge Manufacturing Co., St. Louis, Mo., recently

D. H. Breckenridge

was named southeastern sales manager for the tri-state area of South Carolina, Georgia, and Florida, according to an announcement by President Archer L. Hager.

Allison-Erwin Announces Executive Appointments

JAMES R. ALLISON has been named executive vice-president of Allison - Erwin Co., hardware wholesalers with headquarters in Charlotte, N. C. A number of other executive appointments also were announced following a recent meeting of the company's board of directors.

E. S. Byrd was elected vice-president in charge of the hardware division. D. M. Pruette was named controller, while Robert A. Hill was appointed to the post of operations manager. This is a new position with Allison-Erwin and Mr. Hill, as a member of the management staff, will have overall responsibility for the efficient operation of warehouse facilities and equipment.

Other officers of the company are: H. J. Allison, chairman of the board; J. C. Erwin, president; J. B. Caddell, Jr., vice-president in charge of the floor covering division; P. H. Batte, Jr., vice-president in charge of the appliance division; and J. B. Caddell, Sr., secretary-treasurer.

10 WAYS *to increase your margin of profit . . . sell*

CF&I HARDWARE PRODUCTS

These fast moving, top-quality steel hardware products of CF&I pay big dividends in increased sales and customer satisfaction wherever they're displayed and sold. CF&I's fully-integrated operation assures a quick and sure source of supply of uniform top-quality products. Rigid quality controls, tests and inspections are possible throughout every stage of production to insure that every CF&I product will provide the kind of trouble-free, long service that will keep your customers coming back to you. In addition to the assurance you get of a ***complete product line, top quality*** and ***a reliable source of supply*** . . . **HERE ARE ADDITIONAL ADVANTAGES OF BUYING FROM CF&I:**

- ***You Can Reduce Your Capital Investment*** in large inventories. You are at all times assured of adequate stocks and speedy deliveries of CF&I products from a nearby source.
- ***You Save Expensive Storage Space*** as a result of carrying smaller inventories.
- ***CF&I Products Have an Established Reputation.***
- ***CF&I Products Are Produced From The Finest Available Materials.***
- ***CF&I Products Are Produced By Skilled Workmen.***
- ***CF&I Products Are Attractively And Practically Packaged*** to give them point of purchase eye-appeal and to make them easy to handle, display and sell.

5449

GOLD STRAND®

INSECT WIRE SCREENING

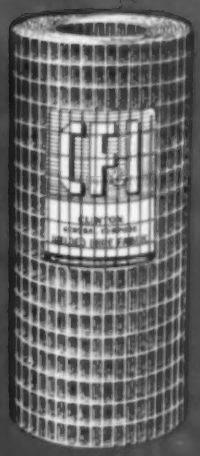
CF&I

HEX MESH

NETTINGS

CF&I-WISSCO® TV GUY WIRE AND CF&I-WISSCO® FLEXIBLE WIRE CLOTHES LINE

CF&I-CLINTON® GENERAL PURPOSE WELDED WIRE FABRIC



GOLD STRAND® HANDI-ROL FLY SCREEN

for "Do-it-yourself" sales
(Write for complete information)

For complete information on CF&I Hardware Products contact the Sales Office nearest you.

CF&I-WICKWIRE HARDWARE PRODUCTS

THE COLORADO FUEL AND IRON CORPORATION

THE COLORADO FUEL AND IRON CORPORATION — Albuquerque • Amarillo Billings • Boise • Butte • Casper • Denver • El Paso • Ft. Worth • Houston Lincoln (Neb.) • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane Wichita • **WICKWIRE SPENCER STEEL DIVISION**—Atlanta • Boston • Buffalo Chicago • Detroit • New Orleans • New York • Philadelphia

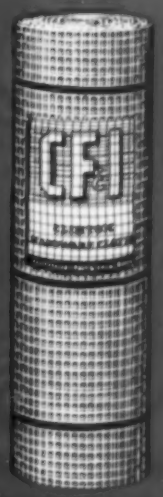
Hardware Jobbers . . . let's meet at our booth #35
National Hardware Show, Coliseum, New York City • Oct. 14-18

CF&I MECHANIC'S WIRE

QUICK-HITCH® GATE SPRINGS

PERFECTION® DOOR SPRINGS

CF&I HARDWARE CLOTH



CF&I-WICKWIRE MERCHANT OR STONE WIRE

Have you been missing any customers lately?

If you have, you'll probably find some of your old customers in the stores that stock the full line of Southern Screws and Bolts.

Why? Because the customer finds that he can depend on the quality and easy availability of Southern Fasteners.

But that's not all. He gets technical information about how to drill proper size pilot holes, etc., from Southern's free TC-4 Folder. He buys from sturdy packages which employ a label system that clearly and quickly identifies the contents.

Hard-hitting advertising in trade and consumer publications constantly reminds the customer of every superior feature of Southern Fasteners. So the customer goes where he finds the full Southern Fastener line . . . He goes direct to "fastener headquarters!"

Want to get those missing customers back? You know what to do—stock Southern Fasteners—the full Southern line!

Write on your Company letterhead for a free supply of Technical Charts for your customers. Address Box 1360-SH, Statesville, North Carolina.

Southern
SCREW COMPANY
STATESVILLE • NORTH CAROLINA

WOOD SCREWS • CARRIAGE BOLTS • A, B, C & F TAPPING SCREWS • MACHINE SCREWS & NUTS • DOWEL SCREWS WOOD & TYPE U DRIVE SCREWS • STOVE BOLTS • HANGER BOLTS

Sold Through Leading Wholesale Distributors

Warehouses: NEW YORK • CHICAGO • DALLAS • LOS ANGELES

More Program... More Profit...

More Mowing Muscle!

All-Star performance on every kind of lawn

COMPLETE LINE
of riders, rotaries, and reels for every lawn.

FACTORY GUARANTEED
for 1 year. Engine by Manufacturers warranty.

TIME PAYMENT PLAN
gives you simple, no-cost financing to boost sales. Available in most states.

NATIONWIDE SERVICE
organization ends your parts and service problem.

NATIONAL ADVERTISING
in major publications pre-sells 54 million families.

SAFETY ENGINEERED
the FIRST gasoline rotary power mower listed by UNDERWRITERS LABORATORIES, Incorporated

AMERICA'S FINEST QUALITY LINE

Excello

your best buy in POWER MOWERS!

Excello's dealers are geared for bigger profits than ever in '58, because they've got the line with *more* of everything! More PRODUCT . . . the hottest riders on the market, the rotaries with more features, the reels all America knows. More PROGRAM . . . national advertising, a special demonstrator model offer, every sales and merchandising aid to help turn prospects into profits!

FEATURES THAT EVERY CUSTOMER WANTS!

- Jet-Spray Chute for carpet-smooth cut
- Excellomatic Remote Handle Control
- Trims within ½-in., front and side
- Super-powered for tough jobs, 1.75 to 4 h.p. 4-cycle engines
- Easy re-wind starter, vacuum-lift blade
- Simple, easy cutting height adjustment
- Cutting widths from 18-in. to 24-in.
- Sturdy non-rust aluminum alloy Hi-Lift dome, unconditionally guaranteed

Special! Extra-Profit DEMONSTRATION MODEL Offer!

MAIL THIS COUPON TODAY FOR FULL INFORMATION

HEINEKE & CO., Springfield, Illinois 42

Yes, I want to make more profits in '58! Send complete information on your Special Demonstrator Model offer, and Excello sales and service dealerships.

NAME .....

FIRM NAME .....

ADDRESS .....

CITY ..... ZONE or ROUTE ..... STATE 3

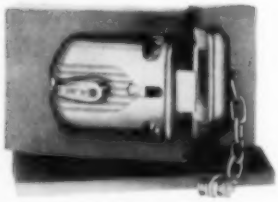
Yale's new No. 83 springlatch with chain guard

This exclusive Yale night latch development will attract customers who want door chain safety without middle-of-the-night inconvenience

Imagine a door chain that releases itself—but only for the right person with the right door key! It's the revolutionary new Yale No. 83 Springlatch with Chain Guard, combining all the security of an outstanding pin tumbler lock with the added safety of a door chain. It's sure to sell to roommates and families who want double-security without getting up from sound sleep to let other members of the household in.

The Yale No. 83 Springlatch with Chain Guard is attractive enough for any room. It can be master-keyed using 1109 cylinder. Fits right or left hand doors opening inward. The chain can be removed when desired.

EARNS WHILE IT TURNS



FREE DEMONSTRATOR

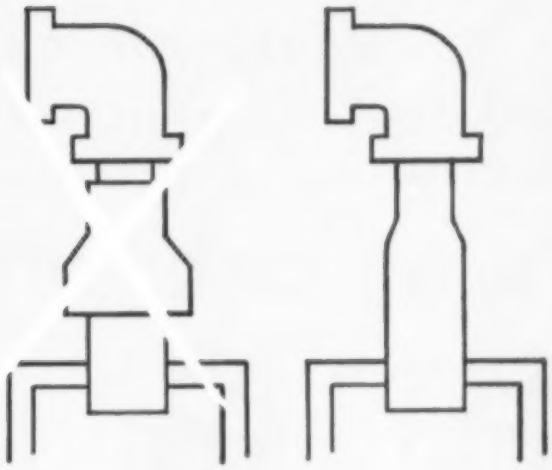
This self-selling mount for your counter is free to dealers with your first order of four or more No. 83 latches. Swinging portion of the mount shows how latch operates on opening and closing door.

The Yale & Towne Manufacturing Company, Lock & Hardware Division, White Plains, N.Y.

YALE—REG. U.S. PAT. OFF.

YALE & TOWNE

There's less chance for leaks with U-BRAND Reducing Nipples



They're easy to sell . . . Your customers know they cut cost, speed assembly

When your customers reduce line size, they make fewer connections for faster assembly with U-Brand reducing nipples. This means less chance for leaks. They cut installation cost, too. Single reducing nipple costs less than a reducer or bushing and regular nipple.

Swaged from new, mill-tested steel pipe, U-Brand reducing nipples are a single leak-proof unit. True threads and clean outside chamfer speed installation. Available in black or galvanized finish, there are five convenient sizes ¾" x ½", 1" x ¾", 1¼" x 1", 1½" x 1¼" and 2" x 1½".

Build repeat sales . . . Stock and sell U-Brand reducing nipples. Order from your Supply House today.

Galvanized and Black U-Cote Malleable Iron Pipe Fittings—Unions—Plugs and Bushings—Cast Iron Drainage and Screwed Fittings—Steel Nipples and Couplings—Insert Fittings for Plastic Pipe.

U BRAND

The Union Malleable Manufacturing Company
Ashland, Ohio

Manufacturers of Transparent Materials

TRANSOLITE - TRANSOGLASS - TRANSOLUME - TRANSORAY

Beats all competition!

for SALES! • for PROFITS! • fast TURNOVER!

You can sell top quality for less money!

Big, *new* savings over *regular dealer prices!*

TRANSOLENE products are *HOT!* They move fast—no "dead" numbers!

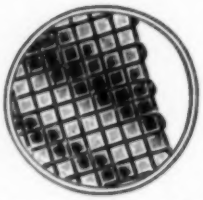
Big, full, *TOP QUALITY* line of glass substitutes

TRANSOLITE

¼"green cotton mesh cords become an integral part of acetate body. No bubbles or air pockets. Transmits Ultra-Violet rays.

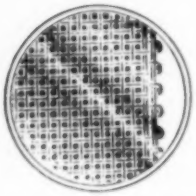
TRANSOLITE

¼" white cotton mesh cords. Acetate applied to both sides to form one single sheet. Transparent, transmits Ultra-Violet rays.



TRANSOGLASS

9 x 9 galvanized wire. Spaced for greater light transmission. All joints and wires of strong wire mesh, reinforced and embedded in acetate.



TRANSOGLASS

14x14 galvanized wire. Extremely durable, air-tight and practically unbreakable. Wire embedded in acetate to make one integral weatherproof sheet.

ASK your **JOBBER** about ***additional savings over regular dealer prices!***

TRANSOLUME

4x4 aluminum wire. Lightweight aluminum wire between 2 acetate sheets. Transparency with extreme light weight.

TRANSORAY

Clear as crystal, flexible & tough. Transmits Ultra-Violet rays. Easy to work, edges can be sealed with a hot iron. Hundreds of uses.

Indor-Sunlite
TRANSOGLASS TRANSOLITE
BARRINGTON, ILL.

T.M. Reg.

If your jobber doesn't stock TRANSOLENE products write us direct for the name and address of one who does.

TRANSOLENE CORP.

Northwest Highway — Barrington, Illinois

watch Hamilton-Skotch

the Big 1

. . . because every single one of these famous 67 Hamilton-Skotch products is an "item promotion" that is essential in the daily life of American families everywhere. No other brand name offers such variety, such a blend of the pleasurable with the useful. Quite naturally, it follows that to stock and feature each of the 67 Hamilton-Skotch products is to extend immeasurably your opportunity for all-year profits.

The Hamilton-Skotch Corporation SH
11 East 36th St., New York 16, N. Y.

☐ Please forward your complete color catalog.
☐ Please have your representative call.

My jobber is .....

Name ..... Dept. .....

Company .....

Address .....

City ..... State .....

Skotch Koolers • Jugs • Grills • Skotch Ice • Charcoal Lighter
Insulated Bags • Utility Boxes • Tackle Boxes • Porta-Files • AND NOW
THE INDUSTRY'S MOST COMPLETE LINE OF COOLER CHESTS!

 For more information use Handy Return Card, Page 94

the ideal metal roofing nail

SEALS ITS OWN HOLE!

DIXISTEEL

TRADE MARK

LEAD HEAD NAILS*

*Made under patent number 2077784

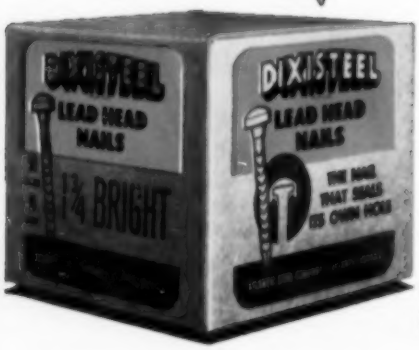
The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

Free samples on request!



Packed in 50-Pound Nail Caddy

EASY TO DISPLAY • EASY TO HANDLE • EASY TO STORE

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA
P. O. Box 1714 • TRinity 5-3441

Southern
HARDWARE

DECEMBER, 1957

Owner Carl Higginbotham, above right, discusses features of a new electric jigsaw with a customer who has bought many tools from the store for his home workshop. Manager Hester Carson, left photo, personally arranges the attractive displays of hand tools and other merchandise—general tool display is shown below

Headquarters for Hand Tools

By Richard Lane

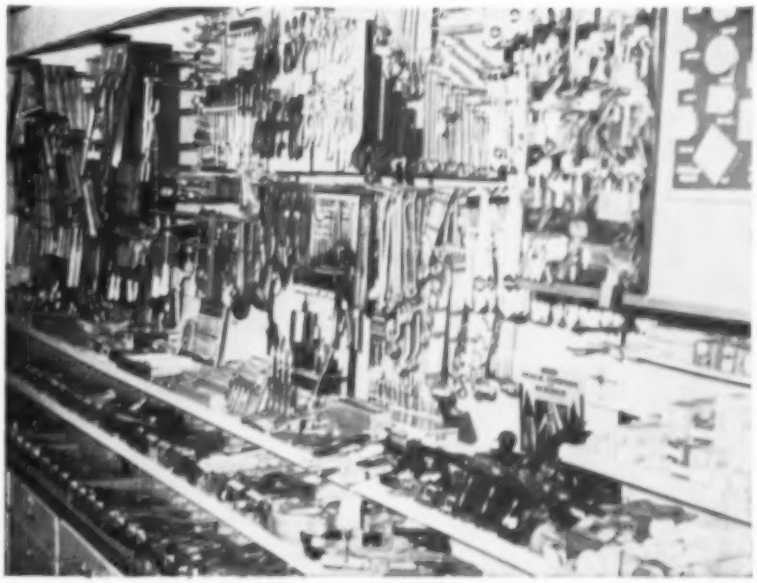
This dealer knows success doesn't "just happen." Store's promotional ideas and reputation for "having it" have upped profits substantially

When Carl Higginbotham entered the retail hardware field 12 years ago, it was with a small amount of capital and a big goal.

In that respect he was not unlike many others who have ventured into hardware. But Higginbotham had some definite ideas and unusual determination for achieving success. And they have paid off remarkably well. Today his General Hardware & Supply Co. is considered one of Memphis' truly outstanding stores, admired by competitors and customers alike. And his assets—around $2,000 in 1945 — now are near $100,000.

Higginbotham, modest for all his store's success, has achieved some honors of his own. He is the new president of the Tennessee Retail Hardware Association, having advanced from the first vice-presidency at a state meeting in Memphis.

Higginbotham has never been afraid to adopt or adapt ideas for more effective promotion of mer-



General Hardware replaced its old display tables with 23 new ones, for better display opportunities. Lady browsing in housewares chats with Manager Carson

chandise. He's a frequent visitor in other promotion-minded stores. With one of the city's most modern, eye-catching stores, he maintains the "new look" with frequent changes and improvements. He's recently completed 23 new display tables for a more streamlined look and better display opportunities.

Biggest single reason for General Hardware & Supply Co.'s success — customers and competitors will tell you — is the store's reputation for "having it." It advertises as "one of Memphis' most complete" hardware stores and lives up to its boast. It has the names of 5,000 to 6,000 customers on its books.

Many customers who have moved away from the section served by the store continue to shop at General Hardware & Supply Co., confident they can find everything they are looking for under the one roof at 4447 Summer Avenue.

On one of the city's principal thoroughfares, an arterial highway, the store also gets much business that normally could be expected to go downtown. Some of Higginbotham's customers even come from adjoining counties. A check revealed some come in once or twice a week to buy from him. He attributes that long distance pull to his store's reputation for "having it." Obviously out-of-town and out-of-county customers aren't treking miles to General Hardware & Supply Co. unless reasonably certain the store has what they are looking for.

The store tries to maintain complete departments in all lines. It doesn't try to specialize except in paint.

One of the store's key departments is hand tools. Higginbotham flatly declares his store has as complete a line of hand tools as any retail hardware store in Memphis. That statement isn't challenged.

Success doesn't "just happen" these days. There's too much competition for that. Sure, some store locations are better than others. But merchandise still has to be displayed and promoted to achieve more than a moderate amount of success in most stores. Let's take a close look at Higginbotham's promotion methods for hand tools.

The store carries tools in several price ranges. Since it is located in an expanding neighborhood composed largely of home-owners in fairly new houses, the store has a big demand for tools for the do-it-yourself enthusiast or handyman. It carries a nationally advertised line to meet this demand. For the professional carpenter, mechanic, and serviceman, it stocks higher priced tools.

"With so many of my customers owning their homes, and with the shorter work week and increasingly high cost of labor, there is a growing demand for tools by the handy man around the house," Higginbotham declares.

"There is an increasing demand for electric hand tools, also. We stock name brands and promote them consistently.

"We take advantage of all opportunities to have factory representatives demonstrate tools in our store. We try to arrange for the demonstrations to be held on weekends, when we have our heaviest traffic. Saturdays are especially good, with often as many as 600 persons visiting the store that day.

"Demonstrations should be all-day affairs, if possible, to get the full benefit from them. Demonstrations are always well attended when properly advertised. We herald the demonstrations with banners in the store and sometimes with newspaper ads.

"A one-day demonstration may sell little during that day, but the effect on sales the next week or two is quite noticeable. We have factory men in to conduct demonstrations on different types of merchandise every two or three months.

"We also promote our hand tools with mailers to customers. We send out mailers on something — hand tools, garden tools, fishing tackle, kitchen ware — every month in our regular statements. In the last eight years our mailing list has jumped from 2,700 to more than 4,000.

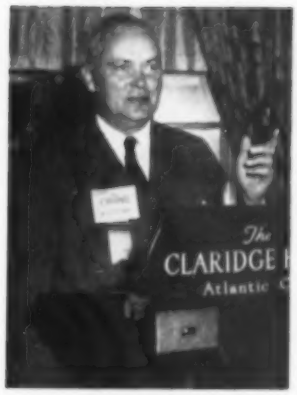
"About 90 percent of our advertising budget goes for direct mail.

(Continued on page 116)

Popularity of the hobbycraft department is widespread. Youngsters gather here to buy the latest in models

Atlantic City Convention

John S. Stiles



John C. Cairns

W. E. Smith

WAYS and means of cutting operating expenses received major consideration from wholesalers during the annual convention of the National Wholesale Hardware Association and the American Hardware Manufacturers Association, held October 20-23 in Atlantic City, N. J.

The attendance was large—2347 registered and probably more than 3,000 were on hand — and there was little real pessimism about future business. But the threat to profits posed by the continuing climb in operating expenses was the underlying theme in virtually every wholesaler session.

In his president's address to the National Wholesale Hardware Association W. W. French, Jr., pointed up this compelling business factor: "What I want to sell you," he said, "is the idea of the NWHA deciding to go to work on operating costs for various size companies. It is no part time job. It needs real study to lay it out, cooperation by many members, and one person to head it up full time.

"Please note that I say 'Operating Costs.' The buying and selling is probably the more important, but these are also the hardest costs to measure. Because these costs are hardest to both measure and apply yardsticks, I think we should work on other costs first.

"With actual facts on operating costs and improved systems, we will help ourselves and, at the same time, be in much better position to know how much service we can give our customers and whether or not we can afford to handle various lines which may be costing us more than our overhead on that particular line."

Following a tradition first established several years ago, convention activities were formally opened on Sunday evening with a Presidents' Reception held at the Marlborough-Blenheim Hotel. And custom was followed again on Monday and Tuesday afternoons with the conference booth plan again being operated in the Atlantic City Convention Hall.

The wholesalers kicked off their business sessions on Monday morning, then met with the manufacturers that evening for the first joint session of the two groups. Warren Whitney of Birmingham, Alabama, gave a humorous talk at this meeting.

On Tuesday morning, members of the NWHA met with the National Association of Sheet Metal Distributors in joint session, while members of the AHMA, following their annual business meeting on Tuesday morning heard an address on "What the Public Expects of You," by Dilman M. K. Smith, Opinion Research Corp., Princeton, N. J., and a talk entitled "Breathing Spell or Recession" by Heinz Luedicke, editor of the New York Journal of Commerce.

NWHA members met in their final business session on Wednesday morning, heard discussion of a number of topics of timely interest, then elected officers for the ensuing year.

◆

Associations Elect New Officers

NEW OFFICERS for the ensuing year were elected by both associations in their final business sessions.

Methods of reducing operating costs and giving increased sales help to dealers are considered by wholesalers

Heinz Luedicke

The National Wholesale Hardware Association unanimously elected as its president John S. Stiles, Morley-Murphy Co., Green Bay, Wisc. Serving with Mr. Stiles as vice-presidents are: Howard W. Price, The Salt Lake Hardware Co., Salt Lake City, Utah; James P. Townley, Townley Metal and Hardware Co., Kansas City, Mo., and Louis F. Demmler, Demmler Bros., Division, Pittsburgh, Pa.

Named to a three year term on the executive committee were: W. E. Smith, Oklahoma Hardware Co., Oklahoma City, Okla.; Benton J. Case, Janney, Semple, Hill Co., Inc., Minneapolis, Minn.; and John W. Sheffield, Sheffield Hardware Co., Americus, Ga.

Elected as president of the American Hardware Manufacturers Association was John C. Cairns, The Stanley Works, New Britain, Conn. First vice-president is A. S. Johnson, National Carbon Co., New York, N. Y., while the second vice-president is John Gibson, III, McKinney Manufacturing Co., Pittsburgh, Pa. Third vice-president is Paul C. Nicholson, Jr., Nicholson File Co., Providence, R. I. George H. Day, II, Lumite Division, Chicopee Mills, New York, N. Y., was named chairman of the executive committee.

Named to the executive committee for a three-year term were W. G. Rector, True Temper Corp., Cleveland, Ohio; E. L. O'Leary, The Ruberoid Co., New York, N. Y.; H. M. Huffman, Jr., Huffman Manufacturing Co., Dayton, Ohio; and Stanley J. Roush, Atkins Saw Division, Indianapolis, Ind.

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Excerpts from the Address of Heinz Luedicke

DESPITE some rumblings in numerous industries during various times since the close of the second World War, there has been no serious entrenchment in the American economy. There have been sales booms and near-busts in both the automotive and appliance industries, but the nation's business pulse, though shaken, has steadied in the post-war era. For one thing, the nation has learned how to use and — up until now — to manipulate consumer credit. The speaker pointed out, however, that the so-called tight money situation had brought the nation to a definite crisis and that if the situation were not soon relieved, the United States might be facing a full-fledged recession.

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Wholesalers' Separate Business Sessions

THE FIRST business session of the NWHA got under way Monday morning, October 21, with a report on "The Activities of the Association" by Thomas A. Fernley, Jr., executive secretary, who stated that a recent survey of association members disclosed that sales for the first nine months of the year averaged 2% under a year ago, with accounts receivable being about the same, and inventories up 1%.

A poll of executive committee members revealed, he continued, that sales for the nine month period averaged 2.7% down. This group estimated sales for the last half of the year at 1% down, with sales for the entire year about 2% off 1956 levels. The printed report was distributed at the meeting.

Following Secretary Fernley's report, President French made his address, given in excerpt form on a following page.

Smith Speaks

Speaking next on the first day program, W. E. Smith, Oklahoma Hardware Co., Oklahoma City, Okla., discussed "Trends in Wholesale Hardware Distribution as We See Them."

"The hardware business is not what it used to be," the speaker said. "A review of sales by retailers and wholesalers for the past 10 years clearly indicates a serious decline in sales. Many firms have higher dollar sales, but how are your sales in units? If your sales in dollars are not at least 41% higher than they were in 1948 you're shipping less merchandise than you did 10 years ago.

"The hardware retailer in 1956 — while showing a decline of only 2.42% in dollar sales, actually sold 30.98% less merchandise than he did 10 years ago. Hardware wholesalers in 1956 while showing a gain of 16.87% in dollar sales, actually shipped 17.33% less merchandise than they did in 1948. During this same period there has been a substantial increase in consumer income plus a population gain of at least 16%. A lot more

U. J. Kuhre

W. W. French, Jr.

W. G. Steltz, Jr.

hardware is being sold today, but a lot of these sales are being made by another crowd — chains, auto supply affiliates, discount houses, etc.

"We recognized this trend several years ago and resolved to do something about it." In six years the company's business has tripled though retail hardware dollar sales have declined almost one percent.

Being a small wholesaler, Mr. Smith said, permits his company to know customers more intimately and to provide many services the customer needs if he is to compete effectively. The company, for example, ships all orders within eight hours which helps dealers to serve customers without excessive inventories.

Profit for Dealer

The company concurs in the opinion that the wholesaler's first responsibility is to see to it that the dealer makes a profit, Mr. Smith continued. The company also helps customers move goods through merchandising activities and special promotional events designed to bring more customers into the hardware store. The company makes available to dealers a low-cost advertising program prepared in the company's own printing department. It includes a four-page quarterly broadside at less than $10.00 a thousand, custom-designed hand bills, built around the customer's own stock, etc.

A free store planning service also is offered by the company.

Generally, too few dealers really know their suppliers and the same can be said of wholesalers with respect to dealers. Old line wholesalers, he went on, cannot continue to do business like they used to — the dealer is looking for sales helps and will get them either from the old line wholesaler or he will turn to some one who does provide them.

The speaker expressed the view that retailer-owned wholesale businesses were created because regular line houses did not provide the services customers needed. No function of the wholesaler is eliminated by these firms, he said. Mr. Smith stressed to the manufacturers in the audience the value of the more than 8500 wholesale salesmen available to sell for manufacturers. This function cannot be eliminated, he said.

"My recommendation to you wholesaler executives is to . . . establish a closer bond with your customers . . . recognize their problems . . . then try your best to provide the answers to them. Have your buyers visit with dealers to develop the retailers' point of view to better serve their merchandising requirements. Instill in your salesmen a new concept of helping his customers — not just writing orders."

Speaking on "Pre-Billing—Boon or Bane," W. G. Steltz, Supplee-Biddle-Steltz Co., Philadelphia, Pa., said that "pre-billing" means only the procedure by which orders are invoiced to the customer in advance of shipment of the merchandise.

"Some months ago," he said, "we installed IBM equipment first for statistical analysis, and then for invoicing, but primarily for better and tighter inventory control. Overly-simplified, the entire system consists of the assignment of a location number to each and every item in our business. Our salesmen writing this code number on their orders enables us to select the appropriate master card for further processing of the order through our establishment. Some companies use a tub-file approach where cards are filed and manually pulled in accordance with a salesman's order; others reproduce a card for every item on the order.

"We have differed from these systems. Throughout the entire day our key punch operators prepare detail cards on which they punch the quantity required on the salesman's order and the appropriate location number. Each night, these detail cards are merged with a master card for each item, and by a procedure technically called 'gang-punching' all of the additional information is placed onto the detail cards. Then the machine operator prepares a combination warehouse work order and customer's invoice. As a by-product of this procedure, Ditto master labels are prepared, and by the use of Ditto machines throughout the warehouse departments, labels can be speedily prepared with a minimum of waste. In addition, accompanying each order are route sheets designating which of the truck or common carrier routes, and what departments of the warehouse are applicable to that particular order. These forms proceed through our warehouse by conveyor and since all items appear on the order-invoice form in the exact same sequence as they are stocked, progressively the order is completed.

Orders Reviewed

"In our traffic department office, we have several comptometer operators whose duties are to review all orders. Since the entire order had been previously extended automatically by the IBM machines, if there is no change on the order,

the operators merely place the invoice in an envelope for delivery with the merchandise to the customer. Otherwise, they edit and correct any deviations from stipulated quantities, and designate any back ordered items.

Weakness

"The gravest weakness is already apparent — a sacrifice of one day's processing time of the order. For those of you who are able to ship all orders the same day as received this stumbling block would be insurmountable. In our system, the warehouse does not start pulling merchandise until the day following receipt of the orders from the salesmen in the field. But this is compensated for by several advantages which make it possible for all orders to be shipped the day they reach the warehouse. In the first place, since all items are arranged in warehouse sequence, the order picking operation becomes more efficient, eliminating much wasted motion and back-tracking. But equally as important, batching of orders permits tight scheduling, and advance knowledge of where in the warehouse we will have peak loads and also what will be the requirements for our trucks or common carriers before the merchandise physically reaches our shipping platform.

"Forwarding of the invoice with the shipment is a very important service to the dealer. It permits him to check in a shipment immediately without having to compare at some future date shipping documents against invoice. Likewise, the merchandise is available for sale on the merchant's shelves sooner since pricing information is immediately available to him, Finally, with the customer having immediate knowledge of what items are short-shipped, he can re-order more promptly.

"All of these points are a part of that rather nebulous 'good service.' While this, of course, is of tremendous help sales-wise and in better customer relationships, this does not directly help in reduction of the wholesalers' increasing costs. Other than the operating gains as I have mentioned previously with our own company, we feel that there are some cost savings from a pre-billing operation. First, assuming 1,000 invoices daily and 250 billing days annually, it is easy to compute that the postage savings alone will represent almost $7,000 annually. From this base figure you can easily see what your own savings could represent.

Important Effect

"More important than this, however, is the effect on your accounts receivable. Our company has unfortunately, been in a position where money always seems to be 'tight.' Not just today when all of the bankers talk freely of scarce money, but always. The national figures traditionally have shown that our area is slower in collections than some other sections of the country. Because of this, pre-billing is of tremendous importance to us. Vividly, I can recall those days, prior to pre-billing, when we had several days of business 'in process.' But now we are able to have our receivables posted many days ahead of time, so that collections should be speeded up to this extent. Many invoices which would normally be included in the previous month's statement are now due for discount actually thirty days sooner. So, also a system of pre-billing expedites all statistical, sales and accounting reports.

"In our own company, we feel that the advantages far outweigh the one major disadvantage, that of a sacrifice of one day of service."

Kuhre Speaks

Following the talk by Mr. Steltz, U. J. Kuhre, Strevell-Paterson Hardware Co., Salt Lake City, Utah, discussed, "The Need for Reducing Operating Expenses and What We Are Doing About It." In the 10 year period, 1947-1956 gross margins, the speaker pointed out, increased only 1.6% while total expenses have gone up 28% when expressed as a percentage of sales. In 1956 as compared with 1950 gross margins decreased 1.5% while expenses went up 16%.

Reducing expenses, then, means the only way of assuring a profit in the wholesale hardware business. To keep tabs on expenses this company runs a monthly profit and loss statement on each branch op-

X-Club Luncheon

H. W. Price

Dilman Smith

R. F. Becker

eration. A complete study of operations during 1952, and since continuing, has made it possible for the company to reduce its staff 13% at a saving of $175,000 a year. Overtime payments have been cut from $39,000 in 1952 to $4,000 in 1956. Printing costs were cut by reducing the number of forms used in the business; long-distance charges were brought under control, etc.

The company took a major step in 1955 in devising a system of cost accounting for the 12 major departments. This system charted gross profit of each department and expenses as well. The system was worked out without hiring additional help and has produced the desired results.

Kimball Speaks

The session's final speaker, M. Gloyd Kimball, Rose, Kimball & Baxter, Inc., Elmira, N. Y., had as his subject, "Fuel Injection for the Hardware Business."

Among many hardware retailers, the speaker said, sales are down, inventory is up and turnover is suffering. Many dealers are fighting a losing battle with chains, co-ops and discount houses. Those who still have some financial integrity must be saved — for the good of the entire hardware industry. The speaker pointed to the numerous plans in effect at the distributor level designed to help the dealer.

This company found that barely half its sales were to hardware dealers. These were the best accounts, but averaged no more than $4,400. It was decided to push for big volume with a selected number of hardware dealers. With the aid of a merchandising consultant this firm set up a program which offers to a dealer, store engineering, which includes for the dealer a mass-produced, pre-fabricated fixture at low cost. In a dealer store this company's dealer service manager assembles like items together, all pre-priced. Additionally, the company offers the dealer sales promotion and advertising "that really works."

Finally, this company's "program dealers" are offered a basic stock selection list. The list contains 6,500 items of which 5,020 are considered "basic-basic," or items which should be in stock in every hardware store if it is to be operated at a profit.

Company found, in checking dealer stocks against their list, that dealers were out of the so-called basic-basic items in amounts ranging from 25% to as high as 60%. With program stores stocked to handle the items having greatest turnover these stores are averaging a 30% increase in sales.

The "program accounts" make up only 5% of this company's total hardware customers, but they are giving the company 30% of hardware store sales.

Final Session

The association's final business session on Wednesday morning was opened with an address on "What We Need to Make Our Catalogs" by Richard F. Becker, Ohio Valley Hardware Co., Inc., Evansville, Ind., chairman of the association's Committee on Catalog Standards. Mr. Becker explained that the major problem the industry has is that too few of its executives know anything about the advertising and catalog problem and that too few in the manufacturer advertising departments know what materials are needed in compiling a wholesaler catalog. Mr. Becker explained in detail how copy and illustrations should be prepared by the manufacturer for the wholesaler's use.

An association survey, he said, revealed that 70 members (out of 79 participating) indicated that they are following the catalog standards and are urging manufacturers to prepare their material in accordance with them.

Co-ops Discussed

Speaking on "The Co-op Situation Today," Howard W. Price, The Salt Lake Hardware Co., stated that "we must win the co-op battle if we are to preserve free enterprise. The give-away tactics of these giant co-ops have brought on such things as rebates from wholesalers and paid freight. If co-ops had to pay the same taxes as other business concerns," he continued, "the wholesaler's gross margins would increase 1½%."

No industry is so affected by tax-free competition as the wholesale hardware industry. An increase of 1½% in gross margins could mean an increase in gross profit of $22,000,000 annually. The proper parties in Washington, he said, are continually being informed of this situation. He urged the continued support of all association members.

The next speaker, Burrows Morley, Morley Brothers, Saginaw, Michigan, issued the invitation: "Come SUP with Us," in referring to simplified unit pricing. The speaker explained that this is merely a method of pricing merchandise in the unit in which the dealer sells the customer. A manufacturer, for example, invoices the wholesaler at unit cost each and the wholesaler invoices the dealer in the same way. Similarly, items are packed six in a box — not ½ dozen. The speaker explained that

M. G. Kimball

Burrows Morley

some progress had been made in the direction of simplified unit pricing as some housewares manufacturers had adopted the plan along with the rope and chain industries.

In "A Brief Review of the Wholesaler's Function," John S. Stiles, Morley-Murphy Co., Green Bay, Wisc., stated that the three main functions of the wholesaler are: selling, financing, and warehousing. There are different approaches to selling, he said, and some believe they can sell without salesmen. But selling by catalog cannot exist without help. The industry has a tremendous investment for moving merchandise to the retail level, and the wholesaler's warehouse and credit facilities are important in the retailer's peaks and valleys of sales.

If the wholesaler doesn't perform these functions, somebody will, the speaker emphasized.

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Excerpts from the Address of President French

THE LAST few years the talk has been about increases in profit margins. They are, of course, outrageously low and we must continue to work at them but in addition we must do everything possible to reduce our cost of doing business.

I would like to suggest a long range program which I think would make the NWHA more useful.

What I want to sell you is the idea of the NWHA deciding to go to work on operating costs for various size companies. It needs real study to lay it out, cooperation by many members, and one person to head it up full time.

Please note that I say "Operating Costs." The buying and selling is probably the more important but these are also the hardest costs to measure. Because these costs are hardest to both measure and apply yardsticks, I think we should work on other costs first.

I have submitted this proposal to our Executive Committee and I hope it will be given careful and thoughtful consideration to the end that something along these lines be undertaken. We cannot afford to handle unprofitable merchandise any more. Nor can we afford to handle profitable merchandise in an inefficient way.

Helps Wholesalers

With actual facts on operating costs and improved systems, we will be helping ourselves and, at the same time, be in much better position to know how much service we can give our customers and whether or not we can afford to handle various lines which may be costing us more than our overhead on that particular line.

To be most helpful, countrywide, we must have costs in hours and dollars due to varying wage scales. When we have accurate cost records we can depend on as to present costs on various functions, we should spend some money to see how they compare with costs in other industries.

This subject is one of endless detail and I recognize I could go on and on but I would like to use one example to show how fine it would be to know our costs on all clerical phases of our business.

Many of us in the next three or four years are going to have to make decisions regarding electronic accounting. This is not a problem for the large companies only. Developments are making the equipment available in smaller units.

As of now, few of us know our costs on these functions. Those who do know (their own) can't tell if the costs they have are comparatively good or bad. Worst of all, the people selling the equipment can't or won't tell what your costs will be with their machines and equipment.

A good accumulation of facts and figures on the subject could save members thousands of dollars and no telling how much mental anguish.

Frankly, I have a selfish interest in advocating this idea. At our company, we now have a group of four good men who are spending most of their time working on Operating Cost Reductions.

We must remember our costs per man hour are going to continually increase. We are in competition for employees with industries whose personnel costs are not a matter of survival as are ours.

Wage Rates High

Our labor rates are never going down. Manufacturing labor rates are not going down either but manufacturers know their costs on all operations and when their labor costs go up they add to the price. They are too smart to absorb it like a distributor.

Some of us may say, "Why cooperate with my competitor?"

Each of us in this business must, of necessity, have an interest in the distributing industry as a whole because a manufacturer wanting to sell through distributors must be able to find them in all parts of the country.

If there begins to be more and more areas where no good, strong distributors are available, the manufacturer must go direct. If forced to do so in too many sections, he naturally would be inclined to do so everywhere. If too many of your competitors go broke, you may soon follow.

If we can get going on a real study of costs and how to improve them in our industry. I am sure we would see four things happen:

(1) We would find, and be able to prove to our manufacturers, certain lines cannot be handled profitably at present margins of profit.

(2) Manufacturers would increase our margins on some lines.

(3) We would have much better overall operations.

(4) We could begin to show, as an industry, a fair return on investment.

For added power in

Retail Selling

At all levels of the hardware trade a resounding battle cry urges more effective selling by the retail branch of the industry. Undoubtedly the need is a compelling one if independent hardware retailers are to compete successfully with the many other outlets selling hardware products. And there is no scarcity of ideas that can be advanced for putting more force into retail selling. Southern Hardware, however, believes that one idea, particularly, deserves greater consideration — a more widespread use of factory sales and merchandising aids. This proposal will be criticized by some dealers who emphasize that because of the physical aspects of their stores numerous sales aids are useless to them. Nevertheless, many sales aids are carefully-designed and market-tested and represent major effort and expense by manufacturers to help create more sales at the retail level. Naturally, not all available sales aids can be used, but this publication urges dealers to study the wide range of these sales helps and to make use of those best suited to individual stores. As a help to dealers in their planning, this special section includes several articles devoted to the use of sales aids, plus a directory of many of the aids which will be available to dealers during 1958.

On following pages:

1. **N. J. Leigh—a leading authority—states the case for sales aids** **Pg. 32**

2. **Use of factory helps brings this dealer an immediate increase in sales** **Pg. 34**

3. **A Directory of Sales Aids for 1958** **Pg. 37**

Ideas in Action

One of the nation's leading experts tells how point-of-purchase display materials can give sales a real boost

***By N. J. Leigh**

*N. J. Leigh, better known as "Joe" Leigh to those who have heard him speak, is chairman of the board of Einson-Freeman Co., Inc., said to be the world's largest creative lithographers and manufacturers of window and store displays. As a crusader for more effective use of retail selling aids, he has brought his message to a multitude of sales and advertising groups. This recognized authority has travelled the land extolling the subtleties of selling, and in this article he points the way for the retail hardware trade.

SALES PROBLEMS of hardware retailers and wholesalers are, in essence, identical with those of their colleagues in supermarket selling, retail drugs, radio and television, jewelry, and just about every other consumer line.

All have as their primary goal substantial sales volume of high profit items. Fast turnover of low profit staples in virtually all retail lines these days barely covers overhead and aggregate store expenses: rent, wages, insurance, advertising, and the multiplicity of other costs and charges that must be met before profits shape up.

Profit sales are developed in many varied ways: through impulse buying, through related item selling, through "hitch hike" selling, and through "trade up," among others. Personal "hard sell" by sales people helps. But in the hardware store as in the drug store or supermarket there is not sufficient selling manpower to permit salesmen to hover over customers and pursue the "hard sell" technique. Not only are there not enough clerks generally, but far from enough clerks who possess the gift of true salesmanship. *Thus, the urgent need for selling assistance from another direction: the liberal and proper use of the point-of-sale display materials provided by the manufacturer.*

The rise of "impulse buying," related item selling, "hitch hike" selling and "trade up" selling, one and all, have given added importance to manufacturers' point-of-sale display materials for use in the retail hardware store.

Impulse buying is spreading as rapidly and as widely in the retail hardware field as in drug stores, variety stores, and supermarkets in which impulse buying accounts for almost half of the volume.

The significance of impulse buying has been charted scientifically over a 20 year period by E. I. DuPont deNemours & Co., Wilmington, Del. There was nothing slipshod or haphazard about the manner of the DuPont study. Trained investigators stationed themselves at the entrances to supermarkets all over the country. They copied the actual shopping lists of co-operative customers. Later they checked with the same customers at the checkout counters and wrote down what the customers had actually purchased. Results were astonishing in nearly every instance.

In 1943, the DuPont surveys showed, close to 34 percent of all sales in supermarkets were made on impulse. In 1949 the percentage had risen to over 38. By 1955, when the last survey was made, the figure was 48 percent: almost half of the decisions to buy were made inside the retail store. In other words if a supermarket customer's shopping list indicated planned purchases aggregating $10, by the time she left the store she had spent nearly $20, and much of the added expenditures were for high profit items.

Moreover, impulse purchases in supermarkets are not confined to food items. Cosmetics, toiletries, drugs, household aids and many small, staple hardware items are among the customer purchases.

Westinghouse Electric Co., noting the trend, is reported to have introduced a new vacuum cleaner in some of the larger supermarkets, as practically a "self-selling" item on a very clever floor display that tells the entire sales story, even to price.

The alert hardware retailer has recognized the impulse buying trend, the profit potentials in related item selling, "hitch hike" selling, and "trade up" selling and directs both his promotional efforts and selling operations accordingly. This is demonstrated in the manner in which he displays more and more of his high profit items for home, garden, and even professional use. The increasing use of pegboard wall racks for large as well as small tools and equipment, extent and arrangement of open shelves, and liberal use of "departmental" signs visible from all parts of the store are symptomatic of the enterprising retail hardware dealer's appreciation of the place of impulse buying, related item selling, "hitch hike" selling, and trade-up selling in his own operation.

In the retail hardware field much of the related item selling, "hitch hike" selling, and "trade-up" selling is initiated by the dealer himself. He arranges his stock in such manner that a paint customer cannot resist buying, say, a spare brush or two, the useful little tool for loosening paint-stuck windows, or any of many other items. Better made, higher profit hammers, for example, are side by side with the less expensive ones, and in this "do-it-yourself" era the man of the house needs little encouragement to give himself better tools than he intended to buy, if he is permitted to make his own comparison by sight and touch. This "trading up" packs a powerful profit punch that entitles it to all the nurture and care the retailer can give it.

"Plus Sales" Promotion

As a matter of fact, while the hardware dealer has been pretty much on his own in developing related item selling, in the drug field, for example, the National Wholesale Druggists Association has spearheaded a most successful "plus sales" promotion for some 8,000 retail druggists.

This NWDA "Plus Sales" program is basic in its simplicity, limitless in its source of added sales and profits. Its theme is "When you get, don't forget . . . " Thus, in the hardware field some of the "When you get, don't forget . . . " applications could be "When you get a dog leash, don't forget a new brush," "when you get grass seed, don't forget fertilizer, seeder, etc." Such "pairing" is endless.

While more and more ambitious hardware retailers with well-developed promotional instincts make full use of the point-of-sale displays and other dealer aids furnished by their manufacturers through the wholesalers, this dealer use is still far from unanimous. There is a "non-promotional-minded" fringe of retailers who appear to have neither time nor inclination to make use of their displays.

These window, counter, floor wall, and even ceiling displays — many of which do not only promotional jobs, but actually serve as "silent salesmen," represent tremendous investments by the manufacturers, to say nothing of the immeasurable, painstaking field research that preceded the planning, creation and production of the displays — all done with the objective of bringing more profit to the manufacturer, wholesaler and retailer jointly. When used by the dealer these displays pay off for everyone: dealer, wholesaler, manufacturer. Unused: all lose, in varying degree.

Many are familiar with the display materials available in their own field. Thus, there is little reason for singling out for comment ment some of the noteworthy store displays now being used in the retail hardware field. On the other hand there are a number of out-

(Continued on page 92)

These Ideas Created Sales

This display for Texolite paints is what is termed a "high fashion" display. It receives far more than ordinary viewing from the woman customer. It identifies a woman with an interesting home painting project.

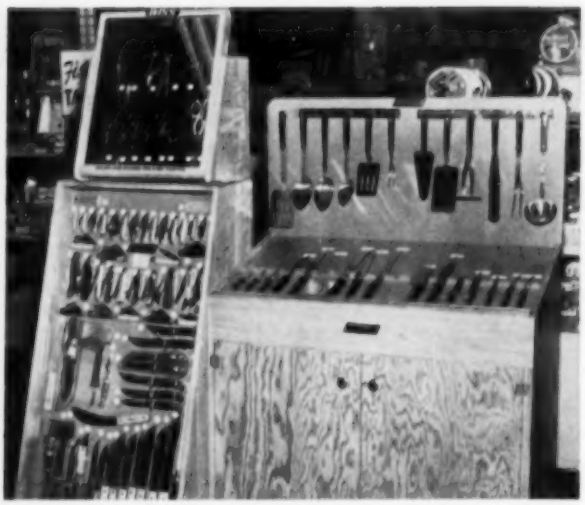
This motion display used in a "plus sales" campaign by the National Wholesale Druggist Association gets seven times as much attention as a non-motion display. Movement of swinging arms is an almost certain traffic-builder.

Designed for the sale of toiletries in super markets this floor display encourages impulse buying. It features pre-packaged gift sets clearly visible to the customer. Several manufacturers cooperated in the display.

Factory Sales Aids

spark immediate increase in sales

Fred, left, and Ed Mehew are shown with a factory sales aid which they rate highly in effectiveness



These cutlery displays came free with orders of merchandise. All possible use is made of such aids

STORE-WIDE sales volume increased 10 percent from June 1 into October of 1957 for Mehew's in Lawton, Okla., after the introduction of factory sales helps on a broad scale.

There is no doubt about this performance and the period of time involved since the Mehews—Ed and Fred—bought what for many years had been Duff's Hardware, and took possession on June 1.

Nor does this testimonial spring from the enthusiasm of merchandisers new to the retail hardware field. Both Ed and Fred Mehew grew up in a hardware store. Their father has more than half a century of experience in hardware retailing and the family also owns hardware stores in Watonga and Okeene, Okla.

Being sold from previous experience on the use of factory selling helps, the Mehews installed such displays in the Lawton store as fast as they could be obtained. Previously, Duff's Hardware had not made consistent nor widespread use of such aids.

Ed Mehew admits that promotion instituted by the brothers after they took over Duff's last June had something to do with increased sales volume. But he is inclined to give most of the credit to increased use of sales helps and factory displays made to accommodate specific items of merchandise.

Customers Note Change

"After we had been here for a while, so many customers made it a point to remark on the many changes we had made in the store," said Ed Mehew.

"They told us, 'It looks so different since you took over.'

"Actually, we made a minimum of changes in the basic arrangements of the store. What we did was put to use all the factory and other sales helps that look good, help display merchandise and help sell merchandise. That's what made the store look different. Maybe they were trying to tell us, 'It looks so much more lively than it did'."

Currently, the Mehews estimate they are using 90 percent of all factory sales helps that have been made available. They would use such helps on a 100 percent basis if they were appropriately designed and thought out at the factory. The Mehews admit that they find 10 percent of sales helps of little value.

Store space displaced by a factory selling help is the most important factor to a retailer, in the opinion of Ed, the elder of the brothers.

"One difficulty is that so many displays and sales helps are de-

By Baron Creager

Sales in this store increased 10% over a four-month period after factory sales aids were introduced on a broad scale

Mehews also use inexpensive easel sales helps such as that shown above which was produced and distributed by an electric utility firm

signed and made for the cash register counter," he said.

"Naturally, we can't get them all at one point. Also, a dealer must take into consideration the bulk of a display or selling help by comparison with the amount of merchandise it is intended to show.

Must Consider Space

"Of the 10 percent of displays we do not and cannot use, I would say the principal reason is this: The display is big and bulky, yet designed to spotlight one—just one—item of merchandise. With space always at a premium in almost every hardware store I ever heard of, a dealer cannot logically make room for a big display featuring just one item. That's why space displaced is the biggest consideration."

Even though 10 percent of all factory sales helps fall into the Mehew discard, the 90 percent used are of genuine value to the hardware retailer, says Ed.

"We use everything available that looks good, unless it is a space hog," he continued.

"Anything that helps present an article to better advantage, we want. These are definite selling helps. With them, merchandise is better displayed and, as a result, our store has a more dressed-up look. Such helps make it easy for us to put the merchandise on display. If we get a new item and then have to go to the trouble of fixing a display ourselves, chances are the display will not be set up at all."

Mehew says it is his understanding that manufacturers often become highly discouraged with the burden of designing, producing and circulating sales helps in view of the negative reception by many dealers to whom it is offered.

"My observation is that a large number of retailers do not use factory selling helps even when they are free," he commented.

"Naturally, this is discouraging to manufacturers who spend the money. After making up large numbers of displays and finding these displays used only in a small percentage of retail stores, some manufacturers rebel against making changes very often in the style of displays.

"This policy puts a big handicap on a display that accumulates age. For example, we would not continue to use the same display indefinitely. If more dealers would use displays and factory selling aids, it would be better for everyone involved—manufacturer, distributor and retailer."

This retailer has noted that more and more manufacturers have adopted the habit of enclosing their selling helps with shipments of merchandise. And factory selling helps have been made increasingly available over the past four or five years.

However, the wholesaler continues to be the most dependable source of selling helps, according to Mehew.

"We receive 75 to 80 percent of our display material through the wholesaler salesman," he explained. "That is, we get 75 to 80 percent through a minimum of the wholesaler salesmen who call on us.

Helps from Wholesalers

"I think there is room for improvement in the attitude of a majority of wholesale houses on the matter of distribution of factory selling helps to retail dealers. Of 10 wholesale houses having their salesmen call on us, it is possible that a maximum of three salesmen ever mention selling helps. The retailer sells merchandise for the wholesalers, so it seems to me that more wholesalers would be interested in placing displays with retailers. I have no explanation for the failure of most wholesale houses to show such interest.

Hose dispenser and display takes up minimum space, but is rated excellent in sales effectiveness by these aggressive dealers

"Retailers like us, who really make consistent and valuable use of factory selling helps, would get few good displays were it not for the very few wholesalers who are aggressive in this field.

"Even though in the last few years there has been a notable increase in shipment of selling helps with merchandise by manufacturers, this fact stands out in my experience: If it were not for the wholesaler salesman, few factory selling helps would be made available to the retailer at prices he can afford to pay.

"Too many desirable factory displays still have strings attached. You must buy a certain selection of merchandise to get the display, even if you pay additional for the display."

Will Pay Fair Price

The Mehews strive, and with considerable success, to get substantial and desirable displays and factory selling helps free. Their reasoning is that the display helps move merchandise, which is the goal of manufacturer and wholesaler, hence, why should the retailer be made to pay? Nevertheless, a good many manufacturers have a price tag on both merchandise and display.

"That is all right in some respects," said Ed Mehew.

"I do not mind paying a fair price for a good display if it will help me move merchandise. What I object to is a house that requires the retailer to buy a specific assortment of merchandise to get the display.

"Recently I was approached with that kind of a deal. The salesman wanted me to take his specified assortment and also buy the display. I said no, I wouldn't buy the specified assortment nor the display, but that I would certainly like to have the display free and choose my own assortment.

With Specified Assortment

"Later the salesman returned and said they had decided to let me have the display free. I said, fine. Then he said the display goes with his specified assortment and I balked again. I told him I would manage to get one of his displays from a wholesaler and would then buy his merchandise, in quantities and assortments of my own choosing.

"As I pointed out, we don't object to paying a reasonable price for a good display—if we absolutely must pay for it. But we won't buy a display at what we consider an unreasonable price if we must also take merchandise we know we cannot move.

"Displays involving metal are generally the ones a dealer must pay for. A good many of these come free if you buy enough merchandise. But there are still some good displays available only with those strings attached.

"That's why I say that most of the desirable displays are available through just a few wholesaler salesmen at prices the retailer can afford to pay."

Mehew dismisses the theory that too many displays and factory selling helps clutter a store and hide merchandise.

"A retailer must call attention to the merchandise he has for sale," he continued. "Dead display alone won't get the job done. And a dealer doesn't have time to personally promote all his merchandise through store contacts.

"Our store is neat, not cluttered, even with all the selling helps we use. Of course, we haven't gone as far with the selling helps idea as a brother-in-law, who owns and operates a drug store in Enid. He puts merchandise and displays in the aisles as much as possible, so customers will stumble over it, see it, buy it. His operation is highly successful.

"So there are several ways of looking at the idea of using factory selling helps in a hardware retail store.

"Here, we have just one viewpoint. We think factory displays sell a lot of merchandise for a hardware retailer."

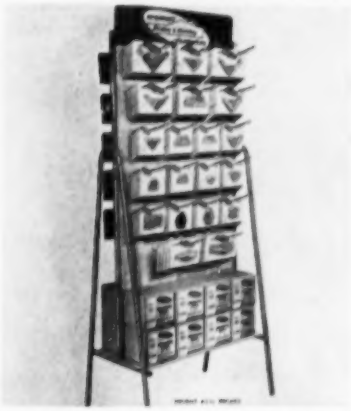
Display rack for fly and casting rod also draws praise from these dealers. The floor display came free with the merchandise purchased

THE SOUTHERN HARDWARE DIRECTORY OF POINT OF PURCHASE DISPLAYS

a preview

FOR HARDWARE DEALERS AND WHOLESALERS OF 1958 SALES AIDS

Home & Hobby Display



A METAL stand for displaying the company's Home and Hobby line of carded hardware is available from McKinney Mfg. Co. The rack is given free with dealer purchases of the complete No. 500 assortment which consists of a three color display stand with necessary hooks. Included are 200 cards (5 each of 40 items) of most popular hinges, hasps, corner irons, etc. The 500 assortment is priced to dealers at $99.80. *McKinney Mfg. Co., Pittsburgh, Pa.*

Circle No. 1 on coupon, pg. 94

Cabinet Hardware Display

HERE'S a handsomely finished, compact, and space-saving merchandiser for the company's Futura lines of cabinet door and drawer knobs, pulls, backplates, and hinges. Price information on each item is furnished on back of the display for ease in answering customers' questions. Board is finished in two shades of gray and shows brass and black combination items. Adaptable for counters, windows, or wall display. *Penn-Akron Hardware Corp., Woodside, N. Y.*

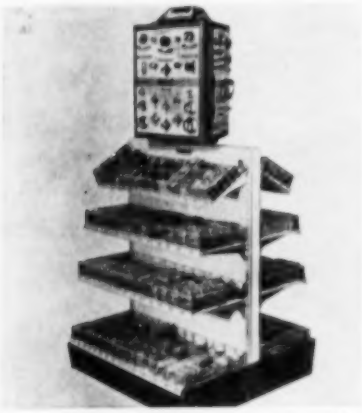
Circle No. 2 on coupon, pg. 94

Cabinet Hardware

FOR promoting its line of forged iron cabinet hardware, this company makes available the Flex-O-Rama cabinet display. This is a three-way display useable in either the NRHA cabinets or as a standup display. It may also be attached to peg board. Panel covers the line of Forged Iron Cabinet hardware and is available in dull black finish hardware or the Olde Copper finish hardware. *McKinney Manufacturing Co., Pittsburgh, Pennsylvania.*

Circle No. 3 on coupon, pg. 94

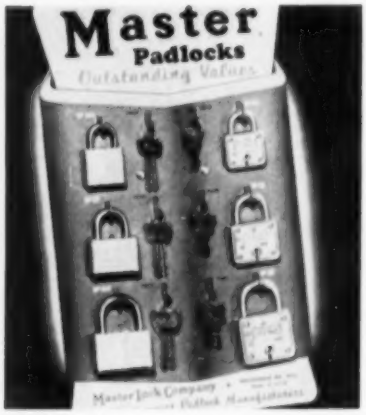
Cabinet Hardware Unit



EIGHT FLEXIBLE levels of open display highlight this new cabinet hardware merchandiser. It provides 24' of shelf space in 3' x 3½' of floor space and exhibits up to 110 different Amerock items. Continuous price-molding, pre-cut glass binning and bright yellow peg board backs are construction features. Speckled black base is protected with a composition kick plate. One-sided units also available. *Amerock Corp., Rockford, Ill.*

Circle No. 4 on coupon, pg. 94

Padlocks Special



A FREE DISPLAY card plus three free padlocks are being offered as part of the No. 320 Display Special. Featuring six of Master's fastest-selling numbers, with retail prices ranging from 25 to 75 cents, the card is 7½" x 12⅞", and is equipped with rubber-tipped metal easel. The complete 320 Display Special contains the display card and 42 padlocks. Total retail value of the Special is $20.65; cost to dealers is $12.80. *Master Lock Co., Milwaukee, Wis.*

Circle No. 5 on coupon, pg. 94

Chain Door Guard Carton

A SELF-display carton which contains the firm's extruded brass or aluminum chain door guards individually packaged in a plastic bubble is now available to dealers. Brass guards are featured in red and yellow carton, while the aluminum, in blue and yellow. Thus, both types may be simultaneously displayed with a minimum of confusion. Chains are twist link-type with no open links. Boxes are 6" x 6¾" x 9". *H. B. Ives Co., New Haven, Conn.*

Circle No. 6 on coupon, pg. 94

Padlock Salesmaker

A COMPACT padlock department, 11⅝" x 23⅝", is offered as the No. 100 Padlock Salesmaker. The dealer buys two each of 14 fast-selling numbers at regular price and obtains salesmaker free. The "Master" nameplate sign is in bright brass and embossed full-color lithography. Other features: laminated wood panel with durable blue finish; colorful price tickets; new plated padlock hangers of special design to prevent pilfering. *Master Lock Co., Milwaukee, Wis.*

Circle No. 7 on coupon, pg. 94

Cabinet Hardware Display

EIGHT FLEXIBLE, easy-to-shop levels of open display highlight the new cabinet hardware merchandiser offered to dealers. The display provides 24 feet of shelf space in 3 x 3½ feet of floor space and exhibits up to 110 different Amerock items. Continuous price-molding, precut glass binning and bright yellow peg board backs are construction features. The speckled black base is protected with a composition kick plate. *Amerock Corp., Rockford, Ill.*

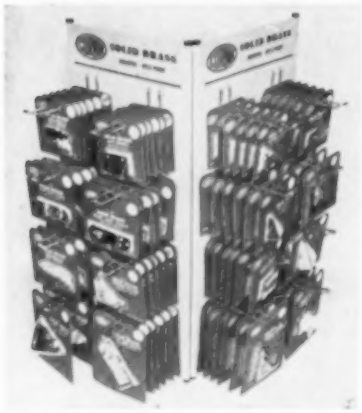
Circle No. 8 on coupon, pg. 94

Island Display

SHOWN above is one side of the compact island display available for use in promoting Yale and Towne's complete basic selection of residential builders hardware. Made of natural wood panels, removable for counter display use. Knobs are removable and lock sets may be lifted off. Unit measures 6' high, 2' wide, 18" base depth. Display with hardware mounted, plus back up stock: $199.50 delivered. *Yale & Towne Mfg. Co., White Plains, N. Y.*

Circle No. 9 on coupon, pg. 94

Cabinet Hardware Unit



THE C-200 Space-Saver hardware merchandiser features an assortment of blister packaged cabinet hardware. It requires one square foot of counter space; each panel is 9" x 21½". Each package contains one complete display with all necessary items for setting it up. The bright red cards on the yellow metal background, plus the solid brass items are designed to be real traffic stoppers. *Corbin Cabinet Lock Division, The American Hardware Corp., New Britain, Conn.*

Circle No. 10 on coupon, pg. 94

Lock Merchandiser

HERE'S a novel revolving display for rich-looking vinyl-and-metal AlignaLock escutcheons, with personal monograms, available from Sargent & Co. No. 491 mount is available in blue or red, and also demonstrates an AlignaLock entrance lock, bathroom lock and passage latch in Dalton and Ashcroft designs with polished brass, dull bronze or satin aluminum finishes. Bathroom set has chrome front and inside trim. *Sargent & Co., New Haven, Conn.*

Circle No. 11 on coupon, pg. 94

Latch Demonstrator

IN INTRODUCING a new combination screen and storm door latch, featuring an external knob with optional keying, the company is giving a compact latch demonstrator with the first order of 20 latches. The order is good for a limited time only, the company stated. The No. 408 latch is offered in annodized aluminum and natural and brass-colored finishes. The demonstrator prominently features the latch name. *National Lock Co., Rockford, Illinois.*

Circle No. 12 on coupon, pg. 94

Window Lock Package

PACKAGED in a colorful counter merchandiser, known as "under-glass" packaging, are one dozen Ives window ventilating locks, each carded and encased in a clear plastic bubble. The window lock is recommended for installation about 8" above meeting rails, allowing a partially-opened window at either top or bottom. It is applicable to either side of upper sash. Box is 8½" x 6" x 8" high. *The H. B. Ives Co., New Haven, Conn.*

Circle No. 13 on coupon, pg. 94

Key Cutting Unit

A GIANT cast aluminum key sign, 12" x 27", painted bright red with white letters, goes free to dealers buying the R4½ x PKA-3 key machine with key blanks. Unit consists of a machine, motor, rotary key board, and 1020 popular key blanks, all mounted on a metal base. Everything needed for cutting keys is in one compact unit at dealer's fingertips. Key sign brings in new key customers, with dealer in business at once. *Keil Lock Co., Charlestown, N. H.*

Circle No. 14 on coupon, pg. 94

Grease Equipment Stand

THIS all-steel, self-service merchandising board for Lincoln lubrication equipment is 20" long, 13½" high, and 8" deep, with base attached. The panel is bonderized and finished in a striking combination of red, white, and blue baked enamel. Included with the merchandiser are grease guns and packaged fittings having a wide range of applications. All were selected as a result of market tests. *Lincoln Engineering Co., St. Louis, Mo.*

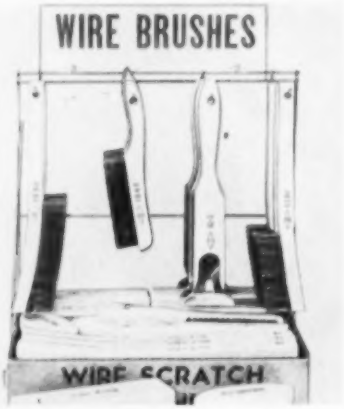
Circle No. 15 on coupon, pg. 94

Engine Cleaner Sales Aid

A COLORFUL display carton is designed to increase sale of Gumout, a fuel additive for cleaning small engines. A dozen eight-ounce cans come packed to a case, dealer price for which is $6.40. Cans retail at 89¢ each. Primarily for outboards and power mowers, Gumout, when added to fuel, is said to dissolve gummy deposits, improve starting, and stop stalling of engine also. *Gumout Division, Pennsylvania Refining Co., Cleveland, Ohio.*

Circle No. 16 on coupon, pg. 94

Wire Brush Rack



THIS Diamond "B" wire brush counter display contains 5½ dozen brushes of six assorted styles, several of which have hanging holes to provide a convenient means for storing on home pegboard or tool rack. Only 8" x 14" space is required for the display stand, free to dealers. All brushes are available in open stock. Brushes and stand come packed in one box. Dealer price is $24.30. Retails for $38.94. *Wright-Bernet, Inc., Hamilton, Ohio.*

Circle No. 17 on coupon, pg. 94

Wheel Display

AN all-metal floor display, included with Gleason's new No. 523 assortment promotes self-service sales of semi-pneumatic, ball bearing wheels. It holds 46 cartoned wheels in various sizes and styles for replacement and do-it-yourself projects. Display occupies just over 1½ square feet of floor space. It stands 56" high to the top of the colorful sign. The merchandiser is finished in dull black enamel. *Gleason Corp., Milwaukee, Wisconsin.*

Circle No. 18 on coupon, pg. 94

Mower Display Kit

A DEMONSTRATION package features Excello's Model 271, 21" rotary mower. With each single purchase of any assortment of six power mowers by a dealer the company will ship freight prepaid one 271 at a special low price with a sales kit of sales aids including: display stand, handle card, window banner, door banner, lawn care brochure, trade-in manual, leaf mulcher kit, master repair parts charts, etc. *Heineke & Co., Springfield, Ill.*

Circle No. 19 on coupon, pg. 94

Power Mower Display

"SAFE MOWING" is the eye-catching theme of this Choremaster power mower heavy-duty corrugated cardboard display. Lettered on all four sides in red, green, black, and yellow on a white background, it is said to forcefully draw prospective customers. An inverted mower, with patented Safe-T-Guard, tops the display which, approximately 6' high, takes only 2½ square feet of floor space. *Farm and Garden Sales, Inc., Cincinnati, Ohio.*

Circle No. 20 on coupon, pg. 94

Lawn Mower Stand

THE MAN in the hammock is not as lazy as he might appear, since he tends to do a prodigious selling job for authorized Moto-Mower dealers. Suitable for an aisle-, island-, or window display, this colorful cardboard stand is almost life-size and provides a base for one of the new '58 models with Dial-A-Matic features, Power Flo transmissions, and Finger Tip E-Z Starting starter at handles. Item is free on request. *Moto-Mower Div., Richmond, Ind.*

Circle No. 21 on coupon, pg. 94

Lawnsweeper Model

THE SLIM Jim cutaway lawnsweeper display model enables dealer to demonstrate item in a minimum of floor space. Plastic sections over chassis permit clerk to direct customer's attention to specific features of brush design. Lightweight and compact, the unit with facility may be taken home for trial use by prospect. Display is shipped direct to dealer from factory, including display cards, literature, and window streamer. *Lambert, Inc., Ansonia, Ohio.*

Circle No. 22 on coupon, pg. 94

Garden Tool Display

THIS sturdy, all-metal revolving display rack holds 36 Ames tools with facility. It requires a minimum of counter space, 16" wide and 23" high, and adds a quick self-service feature to the dealer's counter. Displayed are 36 Ames chrome-ferruled, Burntcote-handled tools to add striking beauty. Retail value of tools and display unit would total $32.44; but total dealer cost is only $19.08. Said to increase impulse sales. *O. Ames Co., Parkersburg, W. Va.*

Circle No. 23 on coupon, pg. 94

Garden Chemical Cart

NIAGARA garden dusts and sprays are featured in an attractive four-color garden cart display, the versatility of which encourages its use as a counter, shelf, and window sale promoter. The garden cart stands 35" high and is 20" across the front. Products may be shown to an advantage and sold directly from the display which is said to capture every gardener's attention. Display is free to dealers. *Niagara Chemical Division, Middleport, N. Y.*

Circle No. 24 on coupon, pg. 94

Garden Tool Island

A GARDEN tool island which offers self-serve selection of the most popular items of lawn and garden tools in the company's line — four doz. long handle, two doz. short handle — in 2½ x 4 ft. space is available. Enables dealer to display tools in prominent position during gardening season, indoors or out. Rolls on casters. Retail value, including six dozen tools, $211.21; price to dealer, $133.97, delivered. *The Union Fork & Hoe Co., Columbus, Ohio.*

Circle No. 25 on coupon, pg. 94

Garden Hose Stand

THIS beautiful, permanent stand of tubular aluminum for stocking and displaying Gates garden hose may be used anywhere in the store. Compact and modern in design, the stand is 5' long, 4½' high, and 2' wide, and will stock more than 1,500 feet of hose. Although there is a nominal cost to dealers, four free 50-foot lengths of Gates Estate is included. Sign at top emphasizes that bigger hose saves watering time. *The Gates Rubber Co., Denver, Colo.*

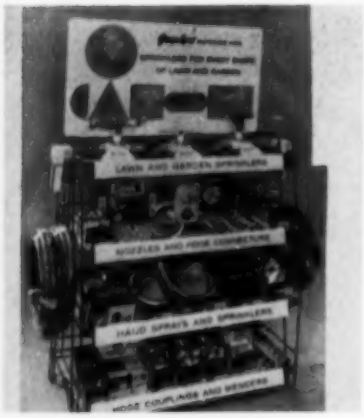
Circle No. 26 on coupon, pg. 94

Sprayer Sales-Maker

THIS trombone sprayer merchandiser, a self-demonstrator simply by supplying a pail of water at the side of the display, is offered with an assortment of six Hudson trombone sprayers — two each of Nos. 223B, 123B, and 219B. The display is furnished free of extra cost, the entire assortment offered for price of sprayers alone. Sprayers and display come in a single package ready to be set up. *H. D. Hudson Manufacturing Co., Chicago, Ill.*

Circle No. 27 on coupon, pg. 94

Green Spot Rack



THE Green Spot floor rack has a complete stock of sprinklers, nozzles, hand sprays, and couplings and menders, yet takes up only 3½ square feet of space. Dealers buying rack get a dozen heavy duty nozzles free (retail value: $21.60) plus 200 envelope stuffers. Made of heavy gauge wire enameled rack has special hooks for hose display, side pockets for literature. Dealer cost for rack and stock, $131.04. *Scovill Manufacturing Co., Waterbury, Conn.*

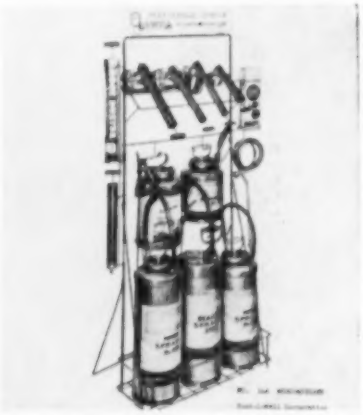
Circle No. 28 on coupon, pg. 94

Garden Shear Department

A COLORFUL metal counter display is offered free to dealers who wish to set up a garden shear department in a small space. The self-sell unit measures 24 x 11 inches. Also available free of charge are envelope enclosures, a colorful garden time streamer, and additional displays for counter and window. The merchandiser provides ample room for the display of a number of items which the dealer selects from his own stock. *Seymour Smith & Son, Inc., Oakville, Conn.*

Circle No. 29 on coupon, pg. 94

Pest Control Center



A DISPLAY to put sprayers and dusters at the customer's fingertips is designated the No. 14A Merchandiser. The "Pest Control" center is profit-designed for quick turnover with minimum investment. The center requires only a minimum of floor space. Sales aids include Merchandising Kit with Better Farming "Insecticide Guide" and N.S.D.A. Sprayer and Duster Manual. Complete selection to meet all needs. *Root-Lowell Corp., Chicago, Illinois.*

Circle No. 30 on coupon, pg. 94

Garden Tool Salesman

HERE'S a garden tool merchandiser of heavy gauge wire construction which folds compactly when not in use. A rust-resistant baked enamel finish provides attention-getting color. Merchandiser holds five dozen tools in five square feet, and is ideal for use against walls, counters, back-to-back, and side-by-side. It is a completely self-service unit which sets up easily and quickly. In use it is 40" x 20", folded, 40" x 10". *O. Ames Co., Parkersburg, W. Va.*

Circle No. 31 on coupon, pg. 94

Self-Service Display

DESIGNED to encourage self-service and impulse sales this "cash cart" affords easy promotion of the Allenco line of sprinklers, nozzles and accessories. Basic stock includes four types of sprinklers plus varied assortment of nozzles and accessories. Shipping weight of unit is 40 lbs. Complete promotional package includes ads, streamers, folders, etc. Dealer cost: $66.67. List price: $100.00. *W. D. Allen Mfg. Co., Chicago, Illinois.*

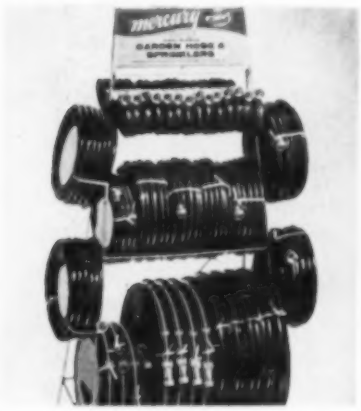
Circle No. 32 on coupon, pg. 94

Garden Tool Display

THE PICTURED garden tool display makes a "heads up" spot display of 14 matched lawn and garden tools, fanned out and staggered for most effective showing. It is caster-mounted, designed to move easily around sales floor, window, or outdoors. The merchandiser is of a rigid, stable, all-steel construction; and has an all-weather enamel finish. Average life is expected to be 10 years. Price of rack, delivered, $9.00. *The Union Fork & Hoe Co., Columbus, Ohio.*

Circle No. 33 on coupon, pg. 94

Mercury Garden Hose



STURDY METAL racks are furnished free of charge to Mercury garden hose dealers through their wholesalers. The rack holds upwards to 35 lengths of a variety of garden hose products. The holder is furnished to accommodate a Mercury free booklet "The How and Why of Watering Your Lawn." The rack stands 58 inches high and occupies 18 x 23 inches of floor space. The rack is collapsible for storage. *Gering Products, Inc., Kenilworth, N. J.*

Circle No. 34 on coupon, pg. 94

Garden Shears

THE S18 SHEAR Merchandiser provides a free display stand with 18 shears. Selection includes six each of three basic items: No. TD Hedge Shear, No. 22 Grass Shear, No. 250 Pruning Shears. The heavy gauge wire stand is designed to set on counters, in windows, or hang on the wall; requires 18" x 6¼" space. The attention getting sign is in green and white. Assembled stand and 18 shears are packed in one carton. *True Temper Corp., Cleveland, Ohio.*

Circle No. 35 on coupon, pg. 94

Soil Fumigant Case

A FOUR-color, perpetual salesman counter display case which contains 48 retail packages of Fumi-Soil capsules is being made available to dealers by Sherman Laboratories. Full case yields an $86.80 gross profit, plus 50 free Fumi-Soil sample packages and consumer literature. The display is 21½" x 8¼" x 8½", the panel of which stands 15½" high. Panel can be used for wall or window display. *Sherman Laboratories, Detroit, Michigan.*

Circle No. 36 on coupon, pg. 94

Hose Accessories

A FREE revolving display rack is offered with the company's assortment of garden hose accessory items packaged in transparent, sealed display cards. The compact rack turns freely. It measures 28" x 12" x 12". The skin-pack display cards are colorful and complete with selling message. The entire basic accessory line is included in the rack assortment, No. 158, and gives the dealer a profit of $22.08. *Melnor Industries, Inc., Brooklyn, N. Y.*

Circle No. 37 on coupon, pg. 94

Garden Cart Display

A NEW No. AT-300 Garden Cart Self-Service display is described as a complete tool department having a selection of more than 60 different tools. Easy to move, it can be used for window or sidewalk display. All tools are visible and can be removed easily for customer inspection. Entire cost of the Garden Cart rack is eliminated by giving the dealer a free package of 12 hand tools. Makes a very colorful display. *Village Blacksmith Co., Watertown, Wis.*

Circle No. 38 on coupon, pg. 94

Hose Clamp Case

HERE'S a self-service metal display case with a transparent hinged cover designed to boost sales of Sure-Tite plastic-pipe clamps. It contains an assortment of 100 all-stainless clamps in four popular sizes for all standard and 75-pound pipe from ½" to 2". Case is finished in red, black, and white enamel and may be used on a counter or mounted on a wall. It is 6 inches high, 12 inches wide, and 8¾ inches deep. *Wittek Mfg. Co., Chicago, Illinois.*

Circle No. 39 on coupon, pg. 94

Home and Garden Wire

THE SHIPPING carton for Southwire solid aluminum home and garden wire is designed to become a counter or floor display. Package V contains twelve 25-foot coils of 8-gauge wire. Package W has twelve 50-foot coils of 12-gauge wire. Suggestions for using the rustproof, stainproof wire are listed on the front, improving sales appeal. Size of the display carton is 7½" x 10½" x 10½". Colors are blue and yellow. *Southwire Co., Carrollton, Ga.*

Circle No. 40 on coupon, pg. 94

Small Garden Tools

A SMALL garden tool rack is available which merchandises a matched set of small lawn and garden tools, all at one price. The rack holds 18 tools, spaced for self-service selection, in 19" x 11" space. Rack is all-steel, rigid and said to be good for eight to 10 years. Has a brilliant enamel finish. Available either separately or with balanced stocks of three dozen Green Thumb tools in 10 patterns. *The Union Fork & Hoe Co., Columbus, Ohio.*

Circle No. 41 on coupon, pg. 94

Sprayer-Duster Display

A COMPLETE sprayer and duster department in only three-feet diameter space is this sales-maker display, offered free with selection of one standard carton sprayer-duster pattern for which it is intended. The display, said to fit most anywhere in the store, is mounted on casters for easy moving. The stand is metal, neat, and easily organized. Related merchandising aids go with display purchase. *H. D. Hudson Manufacturing Co., Chicago, Ill.*

Circle No. 42 on coupon, pg. 94

Green Spot Display

IMPULSE sales of carded merchandise is promoted by this counter display. All items are carded under clear plastic. Rack is free for the price of the merchandise. Made of heavy gauge steel wire, enameled white the rack is 16½" x 11½" x 22½" high. Stock includes owl-eye sprinklers, deluxe spike fan sprays, standard nozzles, connectors, couplings, etc. Dealer cost: $30.78. Retail value: $48.60. *Scovill Manufacturing Co., Waterbury, Connecticutt.*

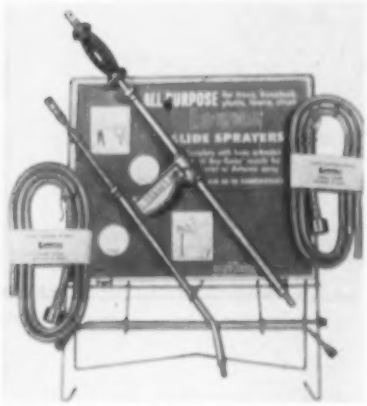
Circle No. 43 on coupon, pg. 94

Trump Merchandiser

THE No. 915 Trump Merchandiser is said to stimulate impulse sales. The unit is an aluminum finished wire frame with a red and white sign with a space to fill in the selling price. Merchandiser holds six each of five different Trump tools and is designed for self-service from both sides. Counter size: 16½" x 9". Height: 17¼". Unit can be ordered with either the 700 or 800 garden tool series. *Animal Trap Co., Pascagoula, Mississippi.*

Circle No. 44 on coupon, pg. 94

Slide Sprayers



A WIRE DISPLAY merchandiser, No. 6059M, is designed for counter or window display of Lowell Slide-Type sprayers. The merchandiser comes assembled; dealer inserts display card and places sprayers in position. It consists of two No. 725C Slide-Type sprayers; four No. 719B Slide-Type sprayers; one free counter display stand. Merchandisers are packed one to a carton; weight of carton is 17 pounds. *Root-Lowell Corp., Chicago, Illinois.*

Circle No. 45 on coupon, pg. 94

Garden Tool Display

THIS "complete garden tool department" is designed for use anywhere in the store. The metal display holds more than 12 dozen tools and is said to stimulate multiple purchases. Of all steel construction the portable display can also be used outside the store. The new "self-liquidating" plan pays the cost of the display. Tool assortment includes display rack, 57 long-handle tools and 74 Midget tools. *Gardex, Inc., Michigan City, Indiana.*

Circle No. 46 on coupon, pg. 94

Hand Sprayers

A COMPLETE assortment of 4-Jet Atomists sprayers are offered packed with a sales building merchandising package. Dealer gets two dozen No. 260 and one dozen each of the Nos. 285 and 290 4-Jet Atomists. All have colorful lithography and container designs. Without extra cost, dealer gets a counter display, window banner, and complete merchandising instructions. No. 404M Assortment; in two units, 36 lbs. *Root-Lowell Corp., Chicago, Ill.*

Circle No. 47 on coupon, pg. 94

Grass Barrier Display

HERE'S an attractive three-color display package which enables customers to see No-See grass barrier without having to remove the item from the package. Available at $4.98 retail, either in 40-foot connected coils, or packages containing 20 two-foot sections with connecting clips. Dealer cost is $3.32 per package. Each package contains a 16-page illustrated booklet on lawn beauty and care. *Keelor Steel, Inc., Minneapolis, Minnesota.*

Circle No. 48 on coupon, pg. 94

Garden Sprinkler Carton

THE GATES garden sprinkler merchandiser offers the do-it-yourself home gardner a revolutionary ground-level watering method for spraying flowerbeds, shrubs, vegetable gardens, and other non-lawn areas. Holds stock of parts, from which customers select exactly what they need for their own individual installations. Contains all the fittings and accessories needed for several average flower, vegetable, and shrubbery beds. *The Gates Rubber Co., Denver, Colo.*

Circle No. 49 on coupon, pg. 94

Tool Merchandiser

FIVE dozen tools are easily accommodated on this eye-catching Ames tool merchandiser, defined as a "proven profit-maker" for myriad dealers last season. On jumbo 3" casters, the unit requires only seven square feet, yet it is said to be big enough so that customers can not overlook it during busy store hours. A self-service panel clearly identifies each tool, shows stock numbers and provides area for pricing. *O. Ames Co., Parkersburg, W. Va.*

Circle No. 50 on coupon, pg. 94

Garden Supplies

A GARDEN SUPPLY "department" may be built by dealers around this compact display. It can be personalized with dealer's name if desired. Unit contains 22 pieces, 3-dimensional, in brilliant garden colors, easy to assemble. It may be obtained with eight Supplex Ad-Dollars which are supplied free with most Supplex merchandise. Shipped to dealer postpaid in one compact carton, sets up in less than 30 minutes. *Supplex Co., Garwood, N. J.*

Circle No. 51 on coupon, pg. 94

Garden Tools Center

TRU BLUE Garden Center consists of 90 lawn and garden tools: 18 rakes in three styles, 30 hoes in seven styles, 10 spading forks in two styles, 8 cultivators in two styles, and 4 each of turf edgers, dandelion weeders, floral shovels, garden shovels, garden spades, and grass trimmers. The chrome plated wire-and tubing floor merchandiser on swivel casters is 26" x 39". Retail value, $320.17; cost, $193.10. *The Wood Shovel & Tool Co., Piqua, Ohio.*

Circle No. 52 on coupon, pg. 94

Sprayer Display

DESIGNED for placement on counters or in windows, this set-up for W. R. Brown's No. 890 Speedy Sprayer outfit is extremely compact—22" high, 18" wide, and 12" deep. Of aluminum tubing, with permanent Masonite sign and base, the display holds a ¼ h.p. compressor, all-purpose internal mix 112 gun, 15' air hose, "V" Belt pulley, three nozzles, and tire chuck. Special dealer offers. *W. R. Brown Corp., Chicago, Illinois.*

Circle No. 53 on coupon, pg. 94

Garden Tool Carton

COLORFULLY boxed in its own self-service display, this Good Earth garden tool set consists of a trowel, transplanter, fork, cultivator, and weeder. Tools have specially-plated ferrules, cold forged steel blades, and all are tarnish- and rust-proof. Handles are two-tone natural hardwood, weather-proof and fitted to the hand. Set weighs two pounds and is packed 12 sets to shipping carton. Lists for $4.95. *Great Neck Saw Mfrs., Inc., Mineola, N. Y.*

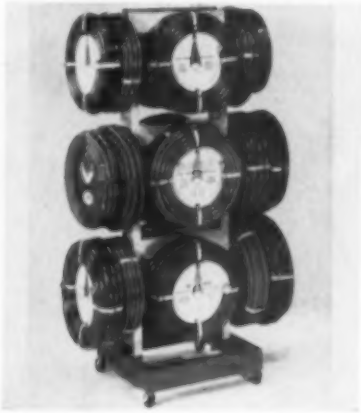
Circle No. 54 on coupon, pg. 94

Garden Hose Center

THE BILTRITE Garden Hose Shopping Center Display now available to dealers is a permanent self-service display made of heavy gauge steel. It is colored in red, yellow, and black; rolls on swivel caster wheels; and occupies a minimum space of 16 x 28 inches. Fifty-four inches high, the two-sided merchandiser displays 24 full coils of garden hose. Available to dealers at $10.95, f.o.b. their store. *American Biltrite Rubber Co., Chelsea, Mass.*

Circle No. 55 on coupon, pg. 94

Hose Merchandiser



THIS sturdy 18-gauge steel garden hose merchandiser comes free with any 1000-foot order of Swan garden hose. Only 68" tall and 18¾" square, the display requires a minimum of floor space, yet holds up to 25 packaged hose coils. Ball bearing casters assure easy movement about store or on sidewalk for outdoor merchandising. Giant flow chart on panel top explains why it pays to buy the right-size hose. Easy to clean. *Swan Rubber Co., Bucyrus, Ohio.*

Circle No. 56 on coupon, pg. 94

Garden Sprayer Package

SPECIAL package #247 contains six each of RediMix lawn, flower, and tree hose sprayers which tells the complete story about the equipment to use on each. Brightly colored, the display is rigid, long-lasting, and allows customers to pick-up each product for close examination. On the back of the package is a complete question and answer chart. Full color display is free with each special package ordered. *Sprayers & Nozzles, St. Petersburg, Fla.*

Circle No. 57 on coupon, pg. 94

Illuminated Dealer Sign

THESE double-faced illuminated signs were developed for outdoor or indoor use at the point-of-sale. Dealer identification at the local level is planned to tie in with national advertising and promotion. The three-color sign has dealer's imprint on either one or two lines at the top. Size is 24" x 18" x 4"; price is $10.50. Three 60-watt bulbs light it evenly. Dealer identification sign comes with a brackett. *Libbey-Owens-Ford Glass Co., Toledo, Ohio.*

Circle No. 58 on coupon, pg. 94

Tarp Display Rack

ESPECIALLY designed to display and sell Eagle "aluminum treated" farm tarps and truck tarps, the display rack is free to dealers with an assortment of five tarpaulins. The Eagle Tarp Assortment and display rack is described as a complete tarpaulin department. The cost to dealers is $51.40, the regular price for the tarpaulins; dealers make $25.65, their regular full margin of profit. *H. Wenzel Tent & Duck Co., St. Louis 17, Mo.*

Circle No. 59 on coupon, pg. 94

Drawer Rollers

MERCHANDISING display cards containing packaged Tiny Tot nylon bearing drawer rollers are available. The cards have eight rollers and 30 rollers in a polyethylene bag stapled to them. Card of eight retails for 98 cents; card of 30 retails for $2.98. The cards show 10 different installation instructions, how a drawer functions, and a sales message. The rollers are said to assure easy action. *The Extension Drawer Support Co., Los Angeles, Calif.*

Circle No. 60 on coupon, pg. 94

Pyrex Display

THE PYREX Ware Island display provides a new concept in balanced stock planning and color demonstration for dealers. The unit is five by 10 feet. It has tiered shelves and space for price marking. A display chart and suggested stock order offers diagrams for better selling presentation. The unit concentrates items in every consumer-use category, and allows a continuous visual-inventory. *Corning Glass Works, Consumer Products Division, Corning, N. Y.*

Circle No. 61 on coupon, pg. 94

Cook Ware Display

FEATURING Mirro Gold Band Waterless Cook Ware this new unit displays the entire Gold Band line on six square feet of space, yet occupies only three square feet of counter space. Center frame is set off with a gold expanded metal grille. A five-color sign highlights the display. Display is free to dealers placing a $250.00 order for Mirro utensils. Mirro dealers can buy unit alone for $12.50. *Aluminum Goods Mfg. Co., Manitowoc, Wisc.*

Circle No. 62 on coupon, pg. 94

Housewares Display

SO-CALLED "hard-to-display" houseware products are said to lend themselves effectively to this sturdy wood and peg board fixture, which stands 4' 7' high. The 18 removable wire brackets are shaped to hold a variety of round and square items. No. 0877 is versatile and permits display of large assortment in a floor area only 2' x 4'. Store interiors are enhanced by the variety of color arrangements possible. *The Wooster Rubber Co., Wooster, Ohio.*

Circle No. 63 on coupon, pg. 94

Gadget Display

A SELF-SELECTION Gadget display, No. 270, features over 23 different items (282 pieces) in the Androck line. The blue pegboard panel is 2' wide, 16" deep, and 56" high. It contains a total display area of 20 square feet, all in three square feet of floor space. All items are prepriced with point-of-sale tags. Item prices range from 25 cents to $1.00. One-carton shipping weight: 69 lbs. Three dozen hooks are included. *The Washburn Co., Worcester, Massachusetts.*

Circle No. 64 on coupon, pg. 94

Can Opener Display

DESIGNED to show off a wide range of fast-moving housewares, while occupying less than a square-foot of counter- or wall space, Rival Mfg. Co.'s "palette" display has seven brackets for assorted Can-O-Mat can openers and Ice-O-Mat ice crushers. Display is silk-screened in seven colors with a background simulating kitchen tile. Included with "A61" are demonstration cans, self-adhesive price labels, and an accessory kit. *Rival Mfg. Co., Kansas City, Mo.*

Circle No. 65 on coupon, pg. 94

Coffee Maker Display

THIS counter display is die cut to accommodate an actual sample of the new two to six cup automatic coffee maker (Model 1625). A second die-cut stream of coffee fits into the spout of the appliance giving a three-dimensional appearance of coffee being poured into a cup. Printed in full-color the display highlights basic sales features. Display is packed one to a standard package of six coffee makers. *Dominion Electric Corp., Mansfield, Ohio.*

Circle No. 66 on coupon, pg. 94

Rubber Housewares Rack

A COMPLETE Rubbermaid housewares department is formed by display No. 0878 fixture which has three shelves 96" long, 48" wide, and 30" high. Smaller display No. 0868 is three shelves high, 48" long, 28" wide, and 24" high. Top display No. 0868 has a movable product-in-use sign and a complete Rubbermaid line catalog. The $30 top fixture goes to dealers for $15, while the $50 bottom, for $30. *The Wooster Rubber Co., Wooster, Ohio.*

Circle No. 67 on coupon, pg. 94

Refrigerator Supplies

REFRIGERATOR and freezer supply merchandiser No. 1100, offered to dealers, features the $av-food line of colorful, packaged new type polyethylene food containers in all popular sizes, polyethylene bags, freezer paper, and freezer tape. Dealer purchases merchandise at full trade discounts and receives rack free. Designed especially for hardware retail stores, the rack requires 18 inches x 40 inches of floor space. *Burlington Molding Corp., Burlington, N. C.*

Circle No. 68 on coupon, pg. 94

Metal Furniture

AVAILABLE to wholesalers and dealers this heavy cardboard display clips onto the rungs of stool and high chair models and features a 60-watt flasher which bathes the product in light through a concealed opening, also lighting up trade mark. Removable sales feature arrows permit use of the display on any one of several different types of stools and high chairs. Whole unit folds into a carton 2" thick, 24" square. *O. Ames Co., Parkersburg, W. Va.*

Circle No. 69 on coupon, pg. 94

Pantryware Display

THIS sturdily-made, wrought iron display stand holds a complete BeautyWare ensemble, yet takes less than 3½ square feet of floor space. It is 33½" wide, 15" deep, and 56" high. Carrying an eye-catching sales message, the wrought iron stand has individual shelves for wall-, shelf-, and floor units. The stand is finished in ebony black. It is shipped in a flat carton and is ready to set up quickly and easily. *Lincoln Metal Products Corp., Brooklyn 38, N. Y.*

Circle No. 70 on coupon, pg. 94

Cooking-Ware Turntable

A TURNTABLE displayer for Wear-Ever cooking-ware provides dealers with a maximum merchandising area in a minimum amount of space—5' high and 2' square. As each utensil is removed, the next item perpetuates the display and the label identification remains visible. Display holds unit packs of 20 best-sellers. Top sign may be changed to tie in with seasonal promotions. Easily assembled. *The Aluminum Cooking Utensil Co., Inc., New Kensington, Pa.*

Circle No. 71 on coupon, pg. 94

Barbecue Tools Display

THIS wrought iron display stand holds 44 pieces of the most-wanted items in Ace Barbaque Servesware. It is ideal for counter-, wall-, window-, island-, and related barbecue ware displays. Each item has Melawood handle and a rawhide thong for hanging. Metal is of solid stainless steel (with Titanium, the wonder metal). Firm provides free mat service for local advertising. *Ace Products Co., Chalfont, Bucks County, Pa.*

Circle No. 72 on coupon, pg. 94

Packaged Coffee Kit

CONTAINED in a package designed to stimulate sales, the Koffeekit is offered as a practical gift item. Kit includes a 4-cup electric pot, waterproof zipper case, two cups, two spoons, and a 6-ft. cord. The box features a stand-up rear panel and two side-panel flaps, or "wings," which present a sales message and price. Interior of the box is printed in red and black on a white background. *Jack Keefe Manufacturing Co., St. Louis, Mo.*

Circle No. 73 on coupon, pg. 94

Cutlery Merchandiser

A REVOLVING metal display stand occupies less than a square foot of space and provides out-in-front accommodation for household and painters' cutlery, vacuum packaged on colorful cards. Items may be selected to fit needs of the individual store, either all household or all painters' cutlery, or a combination of the two. Stand is of heavy, zinc-plated metal, and is free with purchase of merchandise. *Goodell Co., Antrim, New Hampshire.*

Circle No. 74 on coupon, pg. 94

Ice Crusher Display

THIS Oster-Icer silk screen display fits snuggly against the Osterizer with the Oster-Icer in position. It stands 18" high, 4½" wide. Attractively colored, the display card lends itself to window- as well as counter arrangements. A similar item tells about advertising done on a national level and reproduces ads in full color. Latter display is 19" high, 15" wide at top, and 11½" at bottom. Said to assemble easily. *John Oster Mfg. Co., Milwaukee, Wis.*

Circle No. 75 on coupon, pg. 94

Knife Sharpener Display

THIS eye-catching display comes free to dealers purchasing the necessary six units of No. 207W portable knife sharpener, which retails for $1.98 each. Swing-A-Way portable knife sharpener is designed to quickly and easily sharpen any blade, from the finest hollow-ground carving knife to the smallest paring knife. It professionally sharpens each blade-size and also, it is guaranteed for five years. *Swing-A-Way Mfg. Co., St. Louis, Missouri.*

Circle No. 76 on coupon, pg. 94

Freezer Bag Rack

MINIMUM counter space of 1½ square feet is all that is required for this attractive counter display for freezer food storage plastic bags and containers. The sturdy wrought iron stand is ideal for small stores where display space may be limited. Item is furnished free to dealers who purchase the C-57 deal. Retail value for the unit is $84.96, and with dealer cost totaling $50.98, dealer profit is 40 percent. *Republic Molding Corp., Chicago, Ill.*

Circle No. 77 on coupon, pg. 94

Neoprene Glove Display

THIS wrought iron revolving rack, 31" high, with a base diameter of 14", has eight arms to display three dozen popular Pioneer household gloves in a large assortment of colors and sizes. Rack is free, and retailers realize a $13.75 profit on a $25.37 investment. Display #2537 is reusable, specially-designed for self-service. The wide circular base keeps the stand from tipping over when customers handle. *Pioneer Rubber Co., Willard, Ohio.*

Circle No. 78 on coupon, pg. 94

Tray Table Merchandiser

ONE of five free floor displays is this eye-catching, two-sided stand for the Quaker line of tray table sets. It stands 4' high, 4' deep, and 2' wide. Other displays from 22"- to 12'-widths are also available in a choice of 200 color combinations to fit any store decor. Displays are all two-sided to sell from every angle of approach. All are of ultra modern design and are shipped prepaid to the dealers. *Quaker Industries, Kenosha, Wisconsin.*

Circle No. 79 on coupon, pg. 94

Barbecue Goods Display

HOLDING six-dozen popular barbecue aids to better cooking is this compact floor merchandiser which occupies less than six square feet. Featured are two sizes of Hickory Flak — a granulated instant-use hickory wood product, the firm's non-explosive charcoal starting fluid, Fire Bellos to speed up coals, and Flame Douser. Stock and display, $66.60; dealer's cost of the unit, $33.96. *Outdoor Chef Products, Chicago, Illinois.*

Circle No. 80 on coupon, pg. 94

Packaging Display

THIS "See-Safe" floor display for home packaging materials is designed to stimulate impulse buying. A $25.00 value, this merchandiser is free of charge with dealer purchasers of a "profit-packaged" assortment of "See-Safe" home freezer and refrigerator packaging materials. Prices of the plastic kits and bags range from 49¢ to $3.49. The display fixture, No. LO-10, is 48 x 14 x 64 inches high. *Mehl Manufacturing Co., Cincinnati, Ohio.*

Circle No. 81 on coupon, pg. 94

Brush Merchandiser

OXCO's No. 12 household brush merchandiser is designed for smaller stores, displaying a dozen of the company's most popular brushes, many with pink, blue, or yellow handles. Display back may be used for other cleaning supplies. Item is 30" wide, 26" high, and 17⅞" deep. It is NRHA-approved and may be put to use on a gondola, island, wall, or column. Unit ships out at about 44½ lbs. and has a total retail value of about $80. *Ox Fibre Brush Co., Frederick, Md.*

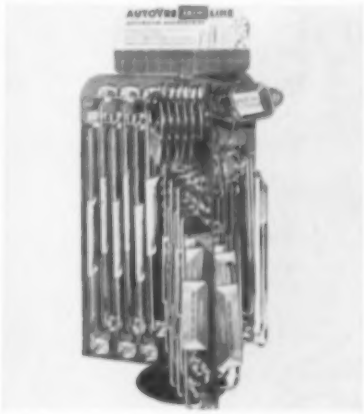
Circle No. 82 on coupon, pg. 94

Cosco Stools and Tables

A VERSATILE merchandiser by Cosco requiring less than 12 square feet of floor space to display five stools and tables is available. The banner at the top of the display shows the entire line in full color. When products change, a new banner is supplied the dealer to fit the frame. The merchandiser is 5'2" tall, 4'2" wide, and 34" deep. Display shelves can be added also to the reverse side of the merchandiser. *Hamilton Manufacturing Corp., Columbus, Ind.*

Circle No. 83 on coupon, pg. 94

Bathroom Accessories



MASS MERCHANDISING of bathroom accessories is possible with the all-metal display which occupies 21" of counter space and turns to permit selection of the items. Items retail for less than $1 each. It is offered free with the purchase of the nine dozen "2800" line assortment of concealed screw accessories. Holds six of each colorfully carded and prepriced accessory. *Autoyre Co., Division of Ekco Products Co., Chicago, Ill.*

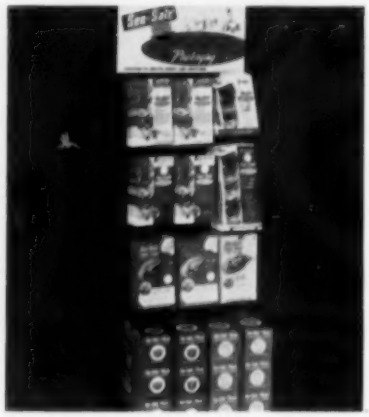
Circle No. 84 on coupon, pg. 94

Kitchen Tool Stand

A WROUGHT iron display stand which measures 17" x 18" x 12" is given free to any dealer who purchases the kitchen tool merchandise it displays which lists for $17. The stand contains five Forty-Niners for opening bottles and punching cans; six Top-Offs, which loosen all screw type caps and covers; three #2 Egg Beaters, with stainless steel blades; and six Edlund Junior Can Openers, guaranteed for five years. *Edlund Co., Burlington, Vt.*

Circle No. 85 on coupon, pg. 94

See-Safe Display



THIS See-Safe wrought-iron display requires less than three square feet of floor space. A $12.00 value it is supplied free of charge with an assortment of 235 packages of See-Safe packaging materials including freezer kits, food bags, broiler bags, turkey bags, and plastic boxes in various combinations. Price range: 49¢ to 89¢. The See-Safe display LO-11 is 19½ x 19½ x 64 inches high. *Mehl Manufacturing Co., Cincinnati, Ohio.*

Circle No. 86 on coupon, pg. 94

Ironing Board Display

THIS self-liquidating ironing board display rack holds six ironing tables hanging vertically, and occupies 34" when located. Room is provided in the center for holding pads and cover sets. The tables are easily lifted on and off the display and hang from one simple hook at the top. Dealer may buy a display for $15.95 with purchase of 12 ironing tables. One free table is included with the purchase. *Arvin Industries, Inc., Columbus, Ind.*

Circle No. 87 on coupon, pg. 94

Juvenile Furniture Frame

A TUBULAR steel frame using eight square feet of floor space is provided by Cosco to sell its juvenile line. The full-color banner at the top attracts shoppers, shows the full line, and the price of each model. The display can be kept current as Cosco sends out new banners whenever products change. Color of the stand is gray. Shipping weight is 28 lbs. Dimensions: 55¼" wide, 20⅞" deep, and 62" high. *Hamilton Manufacturing Corp., Columbus, Ind.*

Circle No. 88 on coupon, pg. 94

Firescreen Merchandiser

A RED firebrick wood and Masonite display stand features a new made-to-measure recessed firescreen. The Meyerscreen is said to install in seconds without use of tools and is shipped prepaid to customer. The company re-checks all measurements with customer before shipping. Screens retail at $39.95 for any size up to 50" width, dealer discount 40 percent. Display is $25.00 net fob factory. *Fred Meyer of California, San Francisco, Calif.*

Circle No. 89 on coupon, pg. 94

Pepper Mill Stand

AN ATTRACTIVE gray-flecked Masonite stand is said to do wonders in promoting Olde Thompson pepper mills. It is given free to dealers placing minimum orders of $150.00 with the company. The display is 24¼" long, 16⅜" high, and 9¼" deep. All firm items are guaranteed for life against mechanical defects and come complete with an informative booklet and generous peppercorn supply. *George S. Thompson Corp., New York, New York.*

Circle No. 90 on coupon, pg. 94

Upright Broom Display

A SHIPPING carton which can be quickly converted into a compact 9¼" x 11½" floor display holds six upright brooms which are visible from three sides. The Rex broom is constructed for both wet and dry sweeping around the home — inside or outdoors. It is especially useful for cement walks, patios, porches, and basements. It retails for $1.00 each, with the price to dealers at $8.00 per dozen. *Wright-Bernet, Inc., Hamilton, Ohio.*

Circle No. 91 on coupon, pg. 94

Ames Maid Display

THIS display for the Ames Maid line of metal furniture consists of modular heavy gauge metal constructed to hook together to form several combinations. Central unit is 18" high and 18" square. Flat surfaces for supporting furniture are heavy masonite painted pastel gray. Identifications are in bright red. Display can be adapted to corners, triangular areas, straight wall areas, in a variety of patterns. *O. Ames Co., Parkersburg, W. Va.*

Circle No. 92 on coupon, pg. 94

Outdoor Living Center

A COLORFUL display is available free to dealers with an assortment of Columbian picnic jugs and ice chests. It is designed to be a "theme center" for display of all outdoor items in the store. The Sportsmaster display measures 35¾" x 32" x 47¾", and is printed in four colors—yellow, light brown, dark brown, and black—to look like outdoor brick grill. Packed individually. *Columbian Enameling & Stamping Co., Inc., Terre Haute, Indiana.*

Circle No. 93 on coupon, pg. 94

Masonware Rack

A DISPLAY rack for the Wee Party Cake Pan set can be used for either peg board or free standing counter use. Cake sets are packed in poly bag and consists of 3", 4" and 5" pan, all one inch deep. #345/24 is packed 24 sets including the free stand. Weight of this package is 9 lbs. Re-orders available in one dozen packs #345/12, weight 4 lbs. All sets of Wee Party Cake Pans are prepriced at 59¢. *Masonware Co., East Providence, Rhode Island.*

Circle No. 94 on coupon, pg. 94

Caster Merchandiser

MERCHANDISING display No. HD-10, containing the 10 top-selling casters, has samples mounted on removable wood plugs and numbered for easy identification. The displayed items are said to take care of over 90 percent of the average dealer's requirements. The demonstrator is available free with small stock order, list value $71.02. Display for the counter requires space measuring only 12 x 7 inches. *The Bassick Co., Bridgeport, Conn.*

Circle No. 95 on coupon, pg. 94

Glue Display Unit

A NEW TUBE container for the 20-cent tube of Rogers Glue and a display unit are announced. The tube is ½" longer and contains a full ounce of glue. Decked with a red and yellow design combination, it is topped by a ½" metal nose-like projection. The tubes, 12 to a box, come in a matching design red and yellow package that can be transformed into a display unit with a flip of the cover. *Rogers Isinglass & Glue Co., Gloucester, Mass.*

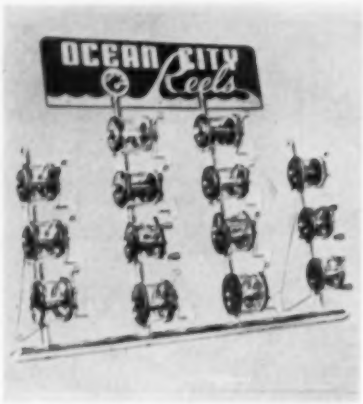
Circle No. 96 on coupon, pg. 94

Fishing Fly Merchandiser

THE Weber Lifelike Fly Co. display No. RR144 is an attractive revolving rack which spotlights flies, loose hooks, snap-swivels, etc., in hinge-cover plastic boxes. Each rack holds 144 boxes (12 in each channel, six channels on each side), representing a total of two gross of flies or approximately eleven gross of loose hooks. The display requires little counter space and promotes sales. *The Weber Lifelike Fly Co., Stevens Point, Wisconsin.*

Circle No. 97 on coupon, pg. 94

Reel Stand



AN ALL- METAL stand for displaying fishing reels is offered to dealers. The stand is finished in blue and gold, has a two-color sign and is equipped with folding legs. The merchandiser holds up to 14 reels, and measures 8½" x 28" x 25". Company also offers a metal rod stand which holds up to 20 rods. Both may be requested at no charge with $125 order (dealer cost), or purchased at $9.95 each. *American Tackle and Equipment Co., Philadelphia, Pa.*

Circle No. 98 on coupon, pg. 94

Line Dispensers

THIS counter display for Dreadnaught braided nylon casting line features a dozen spools each of 12, 15, 20, and 25-lb test line in refillable self-service dispensers. The four dispensers are contained in a four-color lithographed container which can stand on the counter or hang from peg board or wall. Each display is prepriced, with a list price of $49.20. Shipping weight: 4 lbs., 11 oz. *B. F. Gladding & Co., South Otselic, New York.*

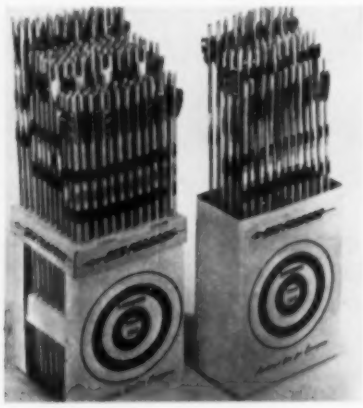
Circle No. 99 on coupon, pg. 94

Fishing Lure Display

SMALL size fishing lures are mounted on neat, eye-catching display cards which are printed in color to attract maximum attention. Displays are shipped in a sturdy, colorful box to insure arrival in "factory perfect" condition, with packaging as follows: One dozen on display No. 4BT, red eye spin-fly; and Nos. 4R, 4H, and 4X, red eye midge. Lures feature two multi-pronged hooks — a double and a treble. Permanent plating. *Hofschneider Corp., Rochester, N. Y.*

Circle No. 100 on coupon, pg. 94

Arrow Display



AN ITEM designed to stimulate more sales in archery is the colorful arrow display self-contained in its original shipping carton. Arrows are packed in gross and half-gross cartons. Standard pack in gross carton is three doz. 24", six doz. 26", three doz. 28"; in half-gross carton is one doz. 24", three doz. 26", and two doz. 28". Gross carton retails for $36; dealer cost, $21.60. Half-gross carton, retail, $18; dealer, $10.80. *Ben Pearson, Inc., Pine Bluff, Ark.*

Circle No. 101 on coupon, pg. 94

Swim Vest Rack

THIS 30" x 20" aluminum-finished steel wire rack serves as a display base for Aqua-Float swim vest line. A two-color, double-faced removable sign caps the merchandiser as a "silent salesman." The rack is free with orders of $500 or more and comes individually packaged and prepaid. The rack is mobile and may be effectively used anywhere in the store. Other promotional materials are furnished. *Style-Crafters, Inc., Greenville, S. C.*

Circle No. 102 on coupon, pg. 94

Fishing Sinker Box

PACKAGE No. 1006 is an attractive merchandising carton of split shot fishing sinkers, admirably lending itself either to counter or window display. Each package contains sinkers in BB, 3/0, 7, and 5 sizes, with 48, 24, 18, 14 sinkers, respectively, per tube. A dozen tubes per assortment are included, with 48 tubes per package. Weight is a mere three pounds. Assortments in display box come to dealers for $7.20. *The Enterprise Mfg. Co., Akron, Ohio.*

Circle No. 103 on coupon, pg. 94

Swim Equipment

A METAL and masonite unit enables a complete swim equipment department to be set up in 2' x 3' floor space. Baskets stock merchandise for resale. Metal fittings for pole and peg board display fins, masks, and snorkles advantageously with no tension on any product which might deteriorate the rubber. Complete unit stands 7', and is designed so bottom basket can be removed to make 5' unit, suitable for counter or window. *Voit Rubber Co., Los Angeles, Calif.*

Circle No. 104 on coupon, pg. 94

Fishing Rod Rack

A MODERNISTIC fishing rod display rack may be obtained by dealers for $4.00 when accompanied by a full assortment of 1958 St. Croix rods. The company's line consists of both fresh water and salt water lines, including spin-casting and fly rods as well as deep sea equipment. The unusual display has two side panels as well as a top panel which are cutouts of large fish. The panels are illustrated and contain a sales message. *St. Croix Corp., Park Falls, Wis.*

Circle No. 105 on coupon, pg. 94

Fishing Line Display

THIS counter display features a dozen spools of Beachcomber striper line in 27-lb. test; 2 dozen of 36 lb. test; and one dozen 45-lb. test. All are on Gladding's exclusive "snap lock" spools. "Snap lock" allows dealers to sell long lengths without stocking long-length spools. The display comes with card showing tests and prices of lines; is packed for reshipment by distributors and retails at $58.20. *B. F. Gladding & Co., South Otselic, New York.*

Circle No. 106 on coupon, pg. 94

Hunting Scents Rack

WITH AN order for the company's assorted "starter dozen" of National Hunting and Training Scents, the dealer receives a free display rack. The rack requires only 10 inches of counter space. Retail value is $36; dealer cost $21.60. The company offers over 30 different guaranteed items for hunting and training dogs. Unbreakable bottles are on 3-color bubble-pack merchandiser cards. *Pacific Coast Scent Co., Garden Grove, California.*

Circle No. 107 on coupon, pg. 94

Golf Club Display

THE LOUISVILLE Grand Slam display with 10 special golf clubs is being offered to dealers for $66 — regular wholesale value is $105. The company states that the display represents a real investment to assure more golf club sales, as every golfer is always a good prospect for a special putter, chipper, sand wedge, or pitching wedge. The merchandiser requires only a small amount of space. *Hillerich & Bradsby Co., Louisville, Kentucky.*

Circle No. 108 on coupon, pg. 94

Shotgun Mobile

FIVE vari-shaped cards connected by cords comprise this action mobile which proclaims the Winchester Models 12 and 70, with accompanying ammunition. The mobile has been designed for suspension from above, while normal air circulation causes the cards to revolve. Reproductions of game, wildfowl, and upland game add to the display's attractiveness and drawing power. *Winchester-Western Division, Olin Mathieson Chemical Co., New York, N. Y.*

Circle No. 109 on coupon, pg. 94

Fishing Line Card

ON THIS attractive merchandising card come furnished lines with 8 lb. test monofilament line, 3/0 split shot sinker, and gold plated Carlisle hook attached. Wound on plastic winders. One dozen on each display card, and made with 1½" angling cork floats, 2" angling cork floats, 1" assorted color cork balls, or 5"-6" genuine porcupine quills. Nos. 105, 106, and 107 are $.30 ea. or $3.60 a card. No. 108 is $4.20 a card. *The Enterprise Mfg. Co., Akron, Ohio.*

Circle No. 110 on coupon, pg. 94

Reel Pack

BRONSON Display Pack No. 27 containing six bait casting reels is being made available to dealers at 10 percent less than the normal cost of the reels alone. Shipping carton converts into a colorful counter display. Reels included are the Lashless, No. 1700; Mercury, No. 2550; Fleetwing, No. 2475; Veteran, No. 1100; Green Hornet, No. 2200; and Altoona, No. 4200. Retail value, $41.80; dealer price, $22.57. *Bronson Reel Co., Bronson, Mich.*

Circle No. 111 on coupon, pg. 94

Spinning Tackle Display

AN ALL metal display for spinning tackle features a gold-plated fish design which raises from the black background to set off the colorful assortment of 22 lures. It is 19 x 15½ x 1¼ inches. Rear of display holds an assortment of 22 lures displayed on the front for a total of 132 lures; complete information — name, list price, catalog number, size, and weight — is located above each lure. Display is free with assortment. *Marathon Bait Co., Wausau, Wis.*

Circle No. 112 on coupon, pg. 94

Lures Display

THIS wire rack merchandiser is designed to display 12 dozen Wonder Lure Wobblers on a minimum amount of counter space. Lures are individually packaged in Pliofilm bags designed for self-service. Display is said to encourage impulse sales while saving selling time when unit is placed in a prominent counter position. The line of Wonder Lure wobblers is available through wholesalers. *Acme Tackle Co., Providence, Rhode Island.*

Circle No. 113 on coupon, pg. 94

Reel Demonstrator

THIS counter display helps retail salesmen demonstrate to customers the ease with which a Spin Wondereel or an "open face" WonderSpin reel may be used. Demonstrator kit and reels come packaged as a unit that will ship parcel post. Each package has two rigged up reels to demonstrate closed face and open face methods of operation. List price $45.00 less discount. Other demonstration displays are also available. *Shakespeare Co., Kalamazoo, Mich.*

Circle No. 114 on coupon, pg. 94

Tackle Box Carton

A CARTON for merchandising three tackle boxes is now available. Of heavy white corrugated cardboard, it is printed in red and green and holds the company's aluminum model 302, plastic-coated model 502A and the Fiberglass model 610A. The 17" x 8½" carton is shipped complete with the boxes ready for display. It invites customer selection and gives a brief selling story. *Waterloo Valve Spring Compressor Co., Waterloo, Iowa.*

Circle No. 115 on coupon, pg. 94

Fish Hook Dispenser

HERE'S a fish hook dispenser for Pelican Curved Point Kirby, Carlisle, or Aberdeen fish hooks. Card holds individual polyethylene envelopes which contain 10 hooks (except size 3/0 which has five hooks). Each display dispenser has eight replaceable strips, 12 envelopes of hooks on each strip, 96 envelopes—900 hooks. As strips are sold, refills are available for replacement. They snap easily into place. *The Enterprise Mfg. Co., Akron, Ohio.*

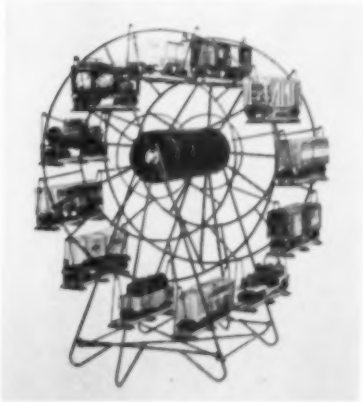
Circle No. 116 on coupon, pg. 94

Plastic Tackle Box

THIS plastic pocket tackle box is given free to customers with every purchase of two spools of Invincible braided nylon casting line; Monobraid braided monofilament; and Platyl imported monofilament. The box is also given free with Gladding's Aerofloat bubble floating fly line and Aqua Sink sinking fly line. Movable dividers in the box form small compartments to hold flies and lures. *B. F. Gladding & Co., South Otselic, N. Y.*

Circle No. 117 on coupon, pg. 94

Model Train Display



A ROTATING ferris wheel to enable easier customer selection of Lionel's model train freight cars is this 29"-high x 12½" wide action display. The sales aid holds 12 different freight cars and can be used year after year for showing supply on hand. It comes complete with enough track and clips to show a dozen cars. (Cars are not included with the display.) Fixture requires a minimum amount of space. *The Lionel Corp., New York, New York.*

Circle No. 118 on coupon, pg. 94

Wagon Display Rack

AN ADJUSTABLE display fixture, Model No. 50, is designed to show the company's line of wagons in a minimum floor area. The set consists of six adjustable steel fixtures for one display of four wagons. Fits all wagons, and the entire stack may be moved about the store as desired. One set is contained in a carton, weighs eight pounds. Display stand for the Scooter line is also available to dealers. *Radio Steel & Manufacturing Co., Chicago, Illinois.*

Circle No. 119 on coupon, pg. 94

Model Train Carton

THIS colorful carton serves as an attractive window and counter self-display unit for model train outfits. Combining simplicity of design, sturdy construction, and attractive partwork, the carton, when opened, becomes an illustrative display containing separate packages for each component of the train outfit. Each package has an acetate window through which item can be clearly seen. *The Lionel Corp., New York, N. Y.*

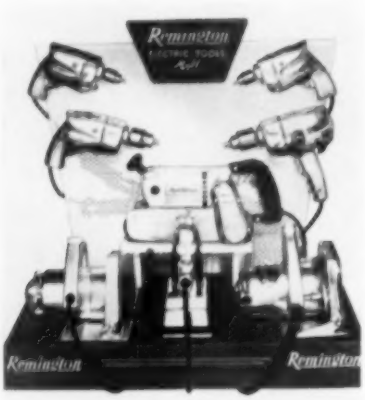
Circle No. 120 on coupon, pg. 94

Floor Fixture

THIS floor display fixture with illuminated sign is made of heavy gauge steel and steel tubing. Shelves are finished in royal blue baked enamel finish and the tubing is finished in a dull black. The two upper shelves have chrome price strips. Outlet on top of shelf permits sales person to demonstrate power tools. Display measures: 6' high, 42" wide and 24" deep. Shipping weight: 40 lbs. *Portable Electric Tools, Inc., Chicago, Ill.*

Circle No. 121 on coupon, pg. 94

Electric Tools



A PERMANENT, all-metal display, the R 500, features an assortment of eight tools — drills, saws, and sanders. The display is offered free of extra charge with assortment order. The company states that one-time turnover profit for dealers is approximately $180. Other all-metal displays offered free with tool assortments are the R 125 and R 250. Christmas special is the R 180. *Mall Tool Co., Division of Remington Arms Co., Inc., Bridgeport, Conn.*

Circle No. 122 on coupon, pg. 94

Power Tool Fixture

FLOOR display fixture No. 246-PT for Cummins power tools is styled in buff and brown and stands 67½" high, 32¾" wide, and 19" deep. May be used as an island display or against a wall between counters as a self-contained department. Interchangeable copy panels award new selling power every season. Dealer cost, with tools, $277.67. Total retail selling price, $435.15. Dropped shipped to dealer. *John Oster Mfg. Co., Milwaukee, Wis.*

Circle No. 123 on coupon, pg. 94

Power Saw Demonstrator

FUNCTIONAL as well as attention-getting is this colorful DeWalt power saw demonstrator-display on the dealer's floor. The sawdust collector at the rear of the display is removable for easy clean-out. Space is provided for lumber and tools. Metal racks, convenient for containing consumer literature, are an integral part of the unit. Retail price for the power saw is $24.95; co-op price, $12.50; and dealer price, $12.45. *DeWalt, Inc., Lancaster, Pa.*

Circle No. 124 on coupon, pg. 94

Island Display

THIS island-type window or counter display unit permits a clear view of the tools from any position. The unit displays the basic portable power tools. Pegboard panel shows accessories or special items and has PET or Shopmate logo. Cords from the tools can easily be fastened under base to reduce pilferage. Dimensions: 32½" high, 15½" wide, and 19½" long. Shipping weight 14 lbs. *Portable Electric Tools, Inc., Chicago, Illinois.*

Circle No. 125 on coupon, pg. 94

Power Tool Display

THE Thor Tool merchandiser for counter display use has a metal base of 14½" x 28" and a metal-framed pegboard backwall 30" high. Topped with Thor's red-and-white trademark the display can also be used for windows. Five electric SpeedTools including drills, polisher, sander, and saw can be arranged on the pegboard and base of the display. The merchandiser is offered free with Thor SpeedTool orders. *The Thor Power Tool Co., Chicago, Ill.*

Circle No. 126 on coupon, pg. 94

Power Tool Merchandiser

An all-purpose display board accommodates one each of Wen's line of four power tools, including soldering gun, sander-polisher, all-purpose saw, and a ⅜" drill. May be used as a floor-, counter-, or wall display. Retail price of the four tools is $83.80. Dealer price, with free display board, is $55.88. Merchandiser is five-colored and includes a rack for stuffers which describe all power tools available. *Wen Products, Inc., Chicago 31, Illinois.*

Circle No. 127 on coupon, pg. 94

Electrical Tape Rack

Scotch Brand 33 plastic electrical tape is displayed to an advantage in this sturdy wire rack which takes only 1/3 square feet of counter space. The rack is free to dealers and includes 36 rolls of tape in ½" x 150" and ¾" x 240" sizes. Said to be one of the finest tapes of its kind available, the product is super-tough, stretchy, and resists water, acid, and oils. Tape deal "ET" comes packed complete in one carton. *Minnesota Mining and Mfg. Co., St. Paul, Minn.*

Circle No. 128 on coupon, pg. 94

Wire Wheel Brushes

An assortment of Anderson wire brushes for small electric tools is available in a red, white, and black counter display which takes up counter space measuring no more than 13" x 7½". Uses of brushes are illustrated on the back of the display which holds 14 wire wheel brushes, individually packaged, 4 cup type brushes, and three arbors for attaching wheel brushes to power hand tools. *Anderson Corp., Worcester, Mass.*

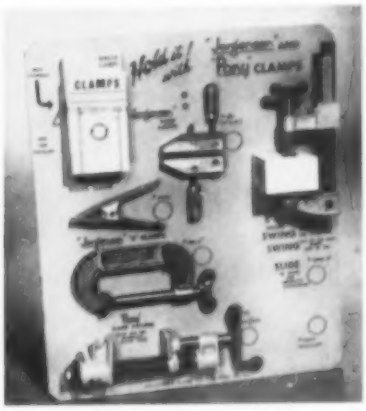
Circle No. 129 on coupon, pg. 94

Replacement Belts

This LM-18 assortment of lawn mower fractional horsepower belts is available in this compact display carton holding 18 belts. The carton takes up less than one half square foot of counter space. The display also serves as a shipping carton. Complete application data is listed on back of display which provides printed belt numbers for recording convenience. Display measures 16" high x 12" wide x 4" deep. *Durkee-Atwood Co., Minneapolis, Minn.*

Circle No. 130 on coupon, pg. 94

Clamp Assortment



A colorful display board featuring "Jorgensen" and "Pony" clamps (display samples are mounted in pilferproof fashion) is designed to make an attractive addition to the dealer counter. A modest assortment of popular styles and sizes is included with the board, as well as a good selection of catalogs and literature. Dealer cost is less than $25; retail value is more than $50. Shipping weight is 50 lbs. *Adjustable Clamp Co., Chicago, Illinois.*

Circle No. 131 on coupon, pg. 94

V-Belt Display

Display of 60 belts is afforded by this compact merchandising assortment. Complete with floor display stand, belt measuring device and application guide catalog, these V-belts provide complete coverage of fractional horse power motors ranging from air-compressors through washing machines. Dimensions of the No. 60 assortment are: 39½ inches high x 26½ inches wide x 14 inches deep. *Durkee-Atwood Co., Minneapolis, Minn.*

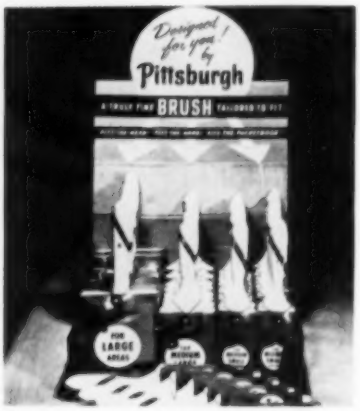
Circle No. 132 on coupon, pg. 94

Paint Display Rack

For the small do-it-yourself jobs, attractive, low-cost two-ounce jars of home decorator enamel and metallic paint are highlighted in a heavy-gauge steel display rack. The display fixture is 14" x 16" and holds five jars each of 16 Met-L-Namel colors. An attractive lithographed metal sign, with a plasticized color card, is included. Display is free to dealers buying complete assortment of the paints. *Illinois Bronze Powder Co., Chicago, Illinois.*

Circle No. 133 on coupon, pg. 94

Brush Merchandiser



A simplified package with selection instructions printed on the individual brush jacket to simplify prospective purchasers' choice is this assortment of most-wanted sizes of paint brushes offered for home use. Jackets in addition to stating general size of area to be painted, contain specific information on various uses that each brush is designed for. Carton easily converts into an eye-catching counter display. *Pittsburgh Plate Glass Co., Baltimore, Md.*

Circle No. 134 on coupon, pg. 94

Painters Tools

Red Devil Tools offers dealers a display rack for painters and glaziers tools. Designated the A-20 it is supplied free with an assortment of 30 Red Devil P-13 Series putty knives, wall scrapers and broad knives mounted on printed cards. Total retail price of tools: $32.25. Price of rack and tools to dealer: $19.35, cost of tools only. Capacity: up to 50 carded tools. Can be used as counter or wall display. *Red Devil Tools, Union, N. J.*

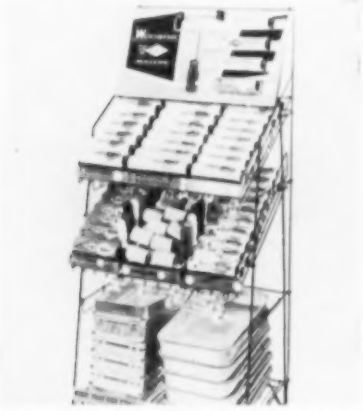
Circle No. 135 on coupon, pg. 94

Paint Chip Rack

Available free to dealers is this display rack, furnished with 3,920 generously-sized 2" x 3" color chips. The rack is 35½" x 34" x 6" and can be efficiently adjusted to two positions, for counter- or hanging wall display. Each rack is regularly serviced by a company sales representative to provide paint customers with their desired colors. The chip rack is worth $54.00, and is available on request. *Peaslee-Gaulbert Paint & Varnish Co., Louisville, Ky.*

Circle No. 136 on coupon, pg. 94

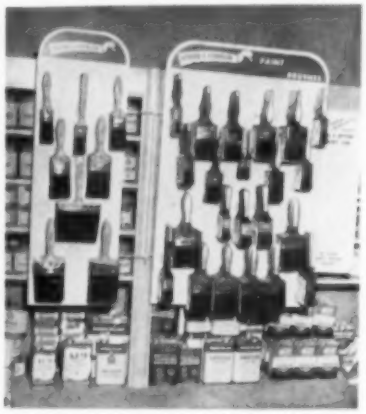
Paint Roller Display



This crisp, modern floor-type merchandiser for Wooster Magikoter paint rollers and auxiliary equipment contains only four covers for simplified selling and increased turnover. Self-filling slanted shelves and the automatic Jet frame dispenser keep the department neat and salable. Eye-catching new packaging, color-coded, makes sale of the right cover for the correct job simple. Unit occupies minimum amount of space. *Wooster Brush Co., Wooster, Ohio.*

Circle No. 137 on coupon, pg. 94

Paint Brush Unit



Robinson paint brush merchandising units of enameled steel — both in full- and a half-size panels — have been made available to dealers. The 39" x 24" large panel holds 159 popular consumer grade brushes, while the half-size merchandiser holds 23 professional grade paint brushes. Retail prices are printed on panels. Dealer cost for the former is $112.07; the latter is $64.00. Complete brush range available. *Edward E. Robinson, Inc., Newark, N. J.*

Circle No. 138 on coupon, pg. 94

Decorator Tools

A COUNTER-SIZE peg board display of inexpensive decorator tools is announced. The display and special tool hangers are furnished free with tool assortment. The #1031 Display Assortment has the retail price for each tool for convenient self-service sales. Tools are removed easily from the hangers. Merchandiser is 18" x 6½" x 28½". Dealer cost, $23.54; retail value of the assortment is $39.24. *Warner Manufacturing Co., Minneapolis, Minnesota.*

Circle No. 139 on coupon, pg. 94

Floor Tool Tower

THIS revolving, wood floor fixture, colored in new wine and gold, displays and stocks 17 Hyde Fix-Up and Paint-Up tools individually carded for self-service sales on only one square foot of floor space. The unit is given at no charge to dealers who buy through wholesalers the No. C120 Cardosells assortment of putty scrapers. Shipped assembled, unit includes hooks to hang the carded tools. *Hyde Manufacturing Co., Southbridge, Massachusetts.*

Circle No. 140 on coupon, pg. 94

Paint Roller Dispenser

A REVOLVING display, the "Roller-ama," is offered free to dealers who buy an initial assortment of rollers at a cost less than $100. The display is designed to hold a complete assortment of roller sleeves, frames, trays, and boxed sets that bring a full 40% profit. Upper section holds roller sleeves only; lower section contains a full complement of boxed sets, trays, and roller frames. Rollers for small areas attached to sides. *Rollers by Baker, Inc., Brandon, Vt.*

Circle No. 141 on coupon, pg. 94

Putty Knife Display

THIS compact counter display for X-Pert professional wall scrapers and putty knives comes set up — no assembly needed — and requires only a third of a square foot of space. It puts the cutlery out where it can be seen and sold. Each display has seven 1¼" putty knives and six 3" wall scrapers, priced at six of each. Each "baker's dozen" unit contains a free putty knife to give the dealer an extra profit. *The Goodell Co., Antrim, New Hampshire.*

Circle No. 142 on coupon, pg. 94

Touch-Up Paint Display

FEATURING nine different color enamels, as well as bronze and aluminum paints and spar varnish in two oz. jars, the Pleasuretone Paint Merchandiser is designed for customers needing small quantity units. Two each of the 12 items are packed in the colorful counter display. The assortment, retailing at 29¢ per unit, gives dealer a profit of $2.78 on original stock. Restocking is possible in broken lots. *Star Bronze Co., Alliance, Ohio.*

Circle No. 143 on coupon, pg. 94

Roller Mart

A COMBINATION display and stocking unit, the E Z Paintr Roller Mart, is adaptable for use on the floor, on the counter, or it may be hung on the wall. It is offered free with an assortment of rollers. The rollers come with the new hi-impact plastic Tri-Fec handle and have a threaded open end for extension pole. They are priced and numbered to facilitate sales. The display measures 43 inches high by 27 inches wide. *E Z Paintr Corp., Milwaukee, Wis.*

Circle No. 144 on coupon, pg. 94

Paint Tool Display

HYDE'S "fix-up, paint-up" tool department stocks do-it-yourself Blue Diamond putty knives, wall scrapers, speedster paint scrapers, razor blade scrapers, sharpeners and blades. The wood display is finished in wine and gold colors. The display is 16" wide, 17" deep, and 17" high. The display is given at no cost to dealers when they purchase the specified tool assortment, through wholesalers. *Hyde Manufacturing Co., Southbridge, Mass.*

Circle No. 145 on coupon, pg. 94

Weatherstrip Display

A STURDY carton protects Colorite all-purpose Weatherstrip in shipping, opens up into a sales display on the counter or in the store window. Packed 18 ft. in polyethylene display package, the weatherstripping comes complete with Alcoa aluminum nails for easy installation. Twelve to a display carton, to retail at 99¢. Colorite Weatherseal overhead garage door stripping also is shipped 12 to a display carton. *Colorite Plastics of New Jersey, Inc., Paterson, N. J.*

Circle No. 146 on coupon, pg. 94

Builders Adhesives

TO MERCHANDISE its line of builders adhesives, the company offers a rack of steel and plywood which holds 225 pounds of full containers and occupies a floor space of 15" x 32". The rack carries a stock of six quarts, 12 one-gal. cans, a 3-gal. and a 5-gal. pail. It is given free to dealers with the purchase of a basic stock of seven different types of builders adhesives. *Flintkote Atlas Adhesives Division, The Flintkote Co., New York, New York.*

Circle No. 147 on coupon, pg. 94

Doorstrip Display

A WORKING display for counter or window designed to increase sales of Foamflex doorstrip is available. The display is compact — 12" x 9" — and features a miniature door which actually opens and closes for demonstration proof of how Foamflex works. It has a wood and composition construction. Three colors. One dollar remittance must accompany each door display order to cover packing and shipping. *The Mortell Co., Kankakee, Ill.*

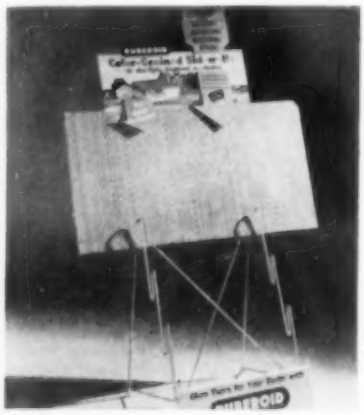
Circle No. 148 on coupon, pg. 94

Filter Merchandiser

A COLORFUL display designed to eliminate heavy inventory of special size air conditioning filters contains 12 standard size 15" x 24" x ½" permanent filter pads which can be cut with scissors to fit any room air conditioning unit. A side rack holds literature. Retail price of these washable, reusable, and fully guaranteed filters is $2.98. Dealer cost is $1.79. Display is given free with first order of 36 pads and shipped prepaid. *Time Tested Products Co., Houston, Tex.*

Circle No. 149 on coupon, pg. 94

Shingle and Siding Rack



A WIRE DISPLAY rack which can be used for displaying full size samples of Ruberoid asbestos siding or panels of Ruberoid asphalt shingles is available. It is light in weight, can be set up easily, and takes less than two square feet of floor space. A pocket at the bottom of the rack holds descriptive literature. A colorful sign pictures a house on which the siding is used effectively plus large arrows pointing to the product below. *The Ruberoid Co., New York, N. Y.*

Circle No. 150 on coupon, pg. 94

Screening Display

A DOUBLE-SIDED tubular aluminum display rack for "Opal" insect wire screening has five shelves and will hold 10 rolls in widths from 26 to 36 inches. Reserve storage is provided for additional rolls. Two open shelves, one on each side, are provided with rollers to allow easy pull out of the screening. Lengths can be measured on the rack since footages are marked along one edge of each roll of screening. *New York Wire Cloth Co., York, Pa.*

Circle No. 151 on coupon, pg. 94

Construction Set Racks

LARSON'S Silent Counter Salesman, for the company's "Make Your Own" construction sets, is offered to dealers. Each set is packaged in a three color box. A special deal offers the display rack free, with a balanced assortment of "Make Your Own" construction sets, packaged in one case. The rack is available at small cost, without an assortment. Completely set up, it is designed for convenience and volume sales. *Chas. O. Larson Co., Sterling, Ill.*

Circle No. 152 on coupon, pg. 94

Ornamental Iron Columns

ONE of three designs in ornamental iron available in a unique display is Crown Rose, Tennessee Fabricating Co.'s Imperial line. Each side of this triangular display is 3' wide and 7' 4" tall. Total weight is about 185 pounds. The display sells for $62.67, f.o.b. the factory. Total merchandise can retail for about $110.00. Said to assemble easily, display comes with instructions plus all necessary nuts, bolts, etc. *Tennessee Fabricating Co., Memphis, Tenn.*

Circle No. 153 on coupon, pg. 94

Tape Rule Merchandiser

A SELF-DEMONSTRATING package and merchandiser for White Clad Tape Rules is announced. The merchandiser, designed for use with the package, is of all-steel construction and lithographed in the same colors as the package — green and yellow. It occupies 11½" x 21" of wall space, or 6½" x 21" of counter space. The merchandiser is offered free when included with a minimum balanced assortment. *The Lufkin Rule Co., Saginaw, Mich.*

Circle No. 154 on coupon, pg. 94

Saw Blade Display

THE RE-66 Roc-Edge circular saw blade merchandiser holds 23 blades, yet requires only 6" x 9" counter space. Blade assortment is such that with the free adaptors enclosed, the display will service up to 95 percent of all requests for blades had by dealers. An easy-to-read chart, plus well-marked blade envelopes make for simple selling. Blades retail from $.79 to $1.69, and fit round, square, and diamond holes. *Rocco Products, Inc., Minneapolis, Minn.*

Circle No. 155 on coupon, pg. 94

Wrench Merchandiser

A SEE-THROUGH counter merchandiser for Billings Lifetime wrenches and sockets features four 12" x 24" back-to-back, rotating metal displays. The royal blue displays fit into an easily-assembled wood frame of bright yellow. They take little counter space and require no anchoring. Displays are lettered in a brilliant yellow and clearly show wrench and size numbers. Available to dealers. *The Billings and Spencer Co., Hartford, Conn.*

Circle No. 156 on coupon, pg. 94

Tool Revolving Unit

CHALLENGER tools are shown on all four sides and top of the rotating counter unit now offered. Every item is price-marked. It comes with 119 tools most in demand — open end, box and combination wrenches; pliers; screwdrivers; punches; chisels, and small socket sets. Steel stand is finished in yellow and red; bright metal tool holders. Dealer cost of #675 is $107.50 including steel merchandiser; suggested retail, $149.98. *Penens Tool Corp., Schiller Park, Ill.*

Circle No. 157 on coupon, pg. 94

Pocket Saw Display

To STIMULATE sales of its flexible steel Pocket Saw, the company offers a counter-top merchandiser constructed of heavyweight board that actually utilizes one of the saws as part of the display. Two illustrated hands show the saw being used to cut a block of wood. Display is 11" long, 10" high, and 4" wide. It contains 1½ doz. assortment right on the display and weighs four pounds. It is supplied free with each 1½ doz. assortment. *Varco, Jersey City, N. J.*

Circle No. 158 on coupon, pg. 94

Pliers Merchandiser

A SELF-SERVICE display board for pliers is offered free of charge with plier assortments. The board features the name prominently as well as a number of selling points. Several pliers are positioned in open view on the board, while others are contained in a tray at the bottom of the rack. The No. 30 and the No. 30 NE boards both are offered at $40.35; suggested selling price is $60.50. Various sizes and types make up the assortments. *Mathias Klein & Sons, Chicago, Ill.*

Circle No. 159 on coupon, pg. 94

Channellock Pliers

A THREE-COLOR Channellock plier display is being offered to accommodate any three Channellock pliers, either from the dealer's own stock or as ordered with the display. It is easled for quick, easy set-up on a counter and grommeted to be hung on a peg board panel or wall if so desired. It requires only a small amount of space. The display is free to dealers and is available upon request. *Champion DeArment Tool Co., Meadville, Pa.*

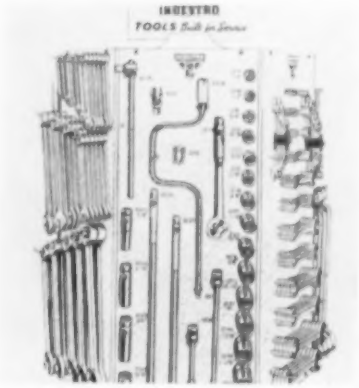
Circle No. 160 on coupon, pg. 94

Hammer Handles

A HEAVY carton which doubles as a shipping container and as a counter merchandising unit is available for promoting the hammer handles manufactured by this company. All kinds of DeLuxe Seal brand hickory repair tool hammer handles are packed 10 each in this display carton. Eye ends of handles are split for easier wedging. Kind and length of each handle is imprinted on the handle. *LaPierre-Sawyer Handle Co., Jackson, Missouri.*

Circle No. 161 on coupon, pg. 94

Servatool Display



FOR use on the Indestro six board revolving display, the dealer may have a choice of any six of the 22 various junior display boards that are available mounted on this revolving base. Four board revolving displays also are available under part No. 5251RB. Again an assortment of any four boards of the dealer's choice can be assembled. Suitable for table or counter display. Referred to as Servatool Salesmaker. *Indestro Mfg. Corp., Chicago, Ill.*

Circle No. 162 on coupon, pg. 94

Drill Cabinet

A CABINET for high speed drills, designed to attach to store walls, is introduced. Behind a crystal clear plastic front, metal shelves contain high speed drills in proportion to saleability, with a full range of sizes from 1/16" to ½" by 64ths. The holes also act as drill gauges. The natural oak cabinet has a drawer at the bottom for reserve drills. Dealer cost is $71.94; retail value, $119.90; no charge for the display. *Henry L. Hanson Co., Worcester, Mass.*

Circle No. 163 on coupon, pg. 94

Revolving Tool Fixture

THE No. FS4 revolving display fixture, designed to allow dealers to have a complete tool center in a small amount of space, is said to turn freely in a little less than nine square feet. Users of the unit have their choice of 16 display panels from a total of 22 now available. One panel in each tier can be hinged to allow access to the space inside the unit which can be used for extra stock, literature, etc. *Crescent Tool Co., Jamestown, N. Y.*

Circle No. 164 on coupon, pg. 94

Bit Merchandiser Unit

A FREE display panel of all-metal construction is offered with the M-88 Merchandiser Unit. The complete unit consists of 20 Speedbor "88" wood bits for all electric drills in Sellopak jackets. Priced at $10.00, the unit contains two each of sizes ¼, ⅜, ½, ⅝, ¾, ⅞, and 1", and one each of sizes 5/16, 7/16, 9/16, 11/16, 13/16, and 15/16". Panel has a 3-color baked enamel finish. Complete unit individually packed. *The Irwin Auger Bit Co., Wilmington, Ohio.*

Circle No. 165 on coupon, pg. 94

Key Wrench Set Card

ON THIS colorful display card are mounted six sets of Superior Tool's No. KW-7 Hex Key pocket wrench sets, said to invite customer inspection. Seven popular-size wrenches, .050" to 3/16" fitted in a steel case like pocket knife blades. Each wrench size can be used independently in any position best suited for the job. Each set is fitted into a sturdy deluxe transparent plastic pocket kit. Packing weight per doz., 2 lbs. 10 oz. *Superior Tool Co., Cleveland, Ohio.*

Circle No. 166 on coupon, pg. 94

Tool Merchandiser

THE P & C Jet 350 merchandiser holds a complete line of top quality tools and is designed to increase dealer profits, according to the company. The colorful self-selling unit is 45 inches wide and 75½ inches high. Every tool is shadow marked on the display and is priced and numbered for fast, easy inventory control. Colors are yellow and blue. Every tool is a stock item, and the merchandiser is said to revolve easily at fingertouch. *P & C Tool Co., Portland, Ore.*

Circle No. 167 on coupon, pg. 94

Axe Display Unit

A COLLAPSIBLE counter or wall unit to display selection of True Temper belt axes comes complete with two each of Rocket (#701), Jet Rocket (#702), and Flint Edge (#703). Rocket axe handles are chrome-plated and of tubular boron alloy steel; Flint Edge axe handle is of fire-hardened hickory. All axe heads are of forged steel with honed cutting edge, and come with saddle leather sheath. *True Temper Corp., Cleveland, Ohio.*

Circle No. 168 on coupon, pg. 94

Auger Bit Display

THE M-62T Merchandiser Unit offered at $10.37, complete with free metal display panel, consists of 13 62T hand brace bits in Sellopak dressing. One each of sizes ¼, 5/16, ⅜, 7/16, ½, 9/16, ⅝, 11/16, ¾, 13/16, ⅞, 15/16, and 1". Unit requires only 14¾" of space on wall, door, peg board, end of island tables. It has a 3-color baked enamel finish. Complete unit comes individually packed in shipping container. *The Irwin Auger Bit Co., Wilmington, Ohio.*

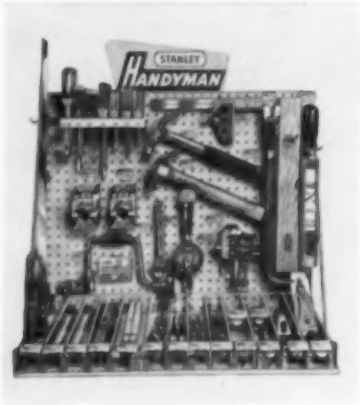
Circle No. 169 on coupon, pg. 94

Action Display

A FLASHER action display that takes up less than one square foot of floor or window space is available to dealers for their use in prominently displaying a selection of any four Plumb hand tools. Two brighty colored signs, made of molded vinyl, flash on and off alternately reading "Plumb Tools with non-breakable fiber-glass handles" followed by "Stronger than Steel." Display comes assembled. *Fayette R. Plumb, Inc., Philadelphia, Pennsylvania.*

Circle No. 170 on coupon, pg. 94

Hand Tool Display



STANLEY'S HT 3 unit includes 27 of the most wanted matched Handyman line, a total of 73 items. Made of pegboard the fixture is 24" high. 30" wide on the back panel, has a bin area 29½" wide and 11" deep. Included are glass bin partitions, tool hooks, price tickets, stencil board for mounting tools. Retail value of tool: $115.50. Unit can be purchased separately, tools can be ordered from open stock. *The Stanley Works, New Britain, Conn.*

Circle No. 171 on coupon, pg. 94

Keyhole Saw Display

DISPLAY No. 80, containing six complete keyhole saws and six all-purpose blades, makes a colorful wall or counter display. It weighs 1 lb. 11 oz., and comes packed 12 displays to a shipping carton. The pistol-grip, gold alloy handle stands out colorfully against a black background and the tough-as-a-diamond tungsten steel blades are arranged in a slot for convenience of self-service customers. *Great Neck Saw Mfrs. Inc., Mineola, N. Y.*

Circle No. 172 on coupon, pg. 94

Screw Driver Assortment

THIRTY Irwin screw drivers in five best-selling sizes and a free metal merchandising display are offered to dealers in the No. 430 assortment. The merchandiser holds 19 screw drivers, requires an 8" space, with prices and sizes shown for customer selection. Sizes include ½ doz. each of No. 400 series, sizes 3", 4", and 6"; ½ doz. each of No. 4000 series, sizes 3" and 4". Mark-up is 66 2/3%. *The Irwin Auger Bit Co., Wilmington, Ohio.*

Circle No. 173 on coupon, pg. 94

Stapler Display

COLORFUL and streamlined this counter merchandising unit is designed to promote impulse sales and self-service on Arrow's new 25 stapler. This three-color card is compact and may be hung on a rack as well as used on counters. Precision engineered and said to be jam-proof the 25 stapler will sell in retail stores for $1.29. This point-of-purchase display is backed by national advertising. *Arrow Fastener Co., Brooklyn, N. Y.*

Circle No. 174 on coupon, pg. 94

Rope Merchandiser

MERCHANDISER No. 57 is designed to facilitate display and dispensing of rope from the firm's new unit packages. The versatile rack will hold either cartons or reels or any combination of both. Rope feeds easily through guides to a simple, accurate measuring device, and may then be cut to any desired length. Made of heavy gauge steel, it is finished in light gray enamel. Holds six full reels. *Columbian Rope Co., Auburn, New York.*

Circle No. 175 on coupon, pg. 94

Manila Rope Dispenser

INDIVIDUAL 50' and 100' Take-Along coils of manila rope, each wrapped in polyethylene and manufactured for self-service selling, are dispensed from this attractive metal rack, available to dealers. Fifty-foot coils come in diameters of ¼", ⅜", and ½", as do the 100' coils, as well. Sizes are sold as a combination group of 50' and 100', with individual coils designed to fill rack. Rack furnished free with complete group. *The Edwin H. Fitler Co., Philadelphia, Pa.*

Circle No. 176 on coupon, pg. 94

Nylon Rope Rack

A COUNTER display Nylon Rope Rack, 24 inches high and requiring less than one square foot of counter or shelf space, is made available to dealers. According to the manufacturer, the rack puts any dealer in the nylon rope business with a minimum inventory; sizes are ⅛", 3/16", ¼", and 5/16" with dealer's choice as to size assortment. Display rack is free with initial dealer order for four or more spools. *King Cotton Cordage, New York, N. Y.*

Circle No. 177 on coupon, pg. 94

Twine-Rope Merchandiser

FOR its Mike line of twines, mop heads, and ropes, Cleveland Mills offers dealers this black wrought iron self-service display rack, requiring a minimum of floor space. The rack stands 57¾" high, is 22½" wide, 17" long, and weighs 21 pounds. It is priced at $7.00. Shipped with an order, the rack will carry the same freight allowance as the order. Shipped alone, it is f.o.b. the mill. *Cleveland Mills Co., Lawndale, North Carolina.*

Circle No. 178 on coupon, pg. 94

Clothesline Package

A SELF-DISPLAY value is provided by colorfully printed, reusable polyethylene bags which protect Southwire aluminum clothesline — solid or stranded, the company recently announced. Package B contains 9-gauge, solid; Package E, 11½-gauge, solid; and Package P, seven stranded 18-gauge wires. Each contains twelve 50-foot coils. All Southwire clothesline is said to be drawn and specially treated to give a bright, smooth finish. *Southwire Co., Carrollton, Ga.*

Circle No. 179 on coupon, pg. 94

Rope Merchandiser

HERE'S a rope department which boasts on-the-floor selling in one spot. The wrought iron display rack and special display cartons are said to liven-up customer interest and sell themselves simultaneously. Rope is "reddy"-measured to complete sales with dispatch. Rope is drawn from the front of new square cartons, which, when stacked, allow access to all rope sizes handled. Rack holds three cartons. *Plymouth Cordage Co., Plymouth, Mass.*

Circle No. 180 on coupon, pg. 94

Rope Coil Display

A SELF-SERVICE rope display, designed for increasing sales of "pick-me-up" 50′ and 100′ Manila rope coils, is available to dealers. It is furnished at no cost with an initial order of ¼", ⅜", and ½" diameter coils which stock it. Top shelf will hold other rope or twine items. Coils are individually wrapped in polyethylene. Display requires less than four square feet of floor space. *Columbian Rope Co., Auburn, New York.*

Circle No. 181 on coupon, pg. 94

Rope Bar

A ROPE BAR, designed for dispensing all types of rope and rope products, is available. Requiring 5 sq. ft. of floor space, it will accommodate up to eight spools of rope of various sizes. The 5½′ high unit has eight arms jutting at right angles from either side of an upright standard. Bar also features a utility tray for small packaged items; hollow arms so that extension rods may be inserted; and a measurer. *The Thomas Jackson & Son Co., Reading, Pa.*

Circle No. 182 on coupon, pg. 94

Scales Display

THIS steel display stand, designated the Model #6R5 is offered for dealer use in promoting the Detecto line. Unit holds two scales on display and stocks four cartons. The No. 6R5 is available to wholesalers free of charge with the purchase of six scales. Dealers may obtain units from wholesalers also at no charge. A single scale rack, Model IRI which fits into any pegboard also is available. *Detecto Scales, Inc., Brooklyn, New York.*

Circle No. 183 on coupon, pg. 94

Scale Merchandiser

THE #1900-12 scale deal merchandiser displays four scales and stocks nine more in back. It is printed in eight colors, made of hard board, and assembled with simple wing nuts and bolts. The unit provides a complete scale department in about three feet of floor space. Deal includes the display unit, one Model 1900 "fur" scale, and a 12-scale assortment. Dealer cost, $98.90; retail value, $121.50. *The Borg-Erickson Corp., Chicago, Ill.*

Circle No. 184 on coupon, pg. 94

Bath Scales Display

THIS wrought iron display stand, designed to hold three of any model Health-o-Meter bath scales, is furnished free on request with an order for six items in any assortment of models. It stands 24" high, the entire display requiring only three square feet of space. Health-o-Meter bath scales are available in a wide variety of models and retail prices ranging from $6.95 up; feature accuracy and top styling. *Continental Scale Corp., Chicago, Ill.*

Circle No. 185 on coupon, pg. 94

Scales Merchandiser

THIS scale "department" for any dealer is the Counselor D-8 merchandiser which, standing 38" high, requires only 14" x 14" floor space and displays scales at correct eye-level. Unit comes set up and ready to go on the floor. Eight scales and free merchandiser are shipped freight prepaid, direct from the factory. Total retail value is $62.60, with dealer's delivered cost at $41.70. Black-wire display blends with any store decor. *The Brearley Co., Rockford, Ill.*

Circle No. 186 on coupon, pg. 94

Plumbing Merchandiser

THE Plumb Shop merchandiser, with 122 piece assortment, racks all the flexible copper tubes, fittings and valves necessary for water supply hookup to sink, basin and toilet. Chrome-plated flexible tubes are mounted on cards containing illustrated directions for installation. Any combination of items to meet code or job requirements are available. Size: 12" x 18". Dealer cost: $42.17. Retail value: $62.03. *Plumb Shop, Detroit, Mich.*

Circle No. 187 on coupon, pg. 94

Faucet Washer Display

THE Number 58 beveled faucet washer display contains 24 high-impact Styrene boxes — each with a special assortment of six washers and two screws clearly visible under the plastic "see through" lid. The display measures 4¼" x 6" x 7" when open and list price is $6.00. Also available in quick-opening cans of 100 pieces in straight sizes and a master kit containing 200 pieces of assorted sizes. *Lavelle Rubber Co., Chicago, Illinois.*

Circle No. 188 on coupon, pg. 94

Pipe-Fitting Salesman

AN EYE-catching do-it-yourself demonstrator and sales-"closer" combined is this new display for Speed-Rail slip-on fittings, available to dealers at $1.50. Display is 15½" x 15½" and sits on a polished wooden base 7½" x 15½". A conveniently placed hex permits clerk or customer to loosen a set screw and slip out a pipe length through a Tee fitting. Pencil and graph paper rack provide sketching feature. *The Hollaender Mfg. Co., Cincinnati, Ohio.*

Circle No. 189 on coupon, pg. 94

Plastic Pipe Assortment

THIS assortment of Crestline plastic pipe and an accompanying counter display of popular fittings go to dealers on a guaranteed sales basis. If complete unit remains unsold after four months of prominent display, items may be returned for full credit. Assortment contains 100' coils of ½", ¾", and 1" No. 75 pipe, adapters, couplings, tees, ells, and clamps. Dealer price is $42.00, retails at $69.33. *Crescent Plastics, Inc., Evansville, Ind.*

Circle No. 190 on coupon, pg. 94

Plastic Pipe Fittings

DESIGNED for hardware store counter use, this compact display holds a complete line of the high-impact fittings of Styrene and Nylon manufactured by the Yardley company. This new plastic fittings counter display is designed with the idea that a customer must see to buy. Unit displays Yardley's complete line of fittings — tees, ells, adapters, couplings, and clamps in popular sizes. Other promotional materials are also available. *Yardley Plastics Co., Columbus, Ohio.*

Circle No. 191 on coupon, pg. 94

"O" Ring Box

MERCHANDISING boxes of high-impact Styrene to withstand the roughest handling go along with No. POR-60 and No. POR-50 packs of Lavelle "O" rings. Of Hycar rubber for superior resistance to water swell, steam, and abrasion, the "O" rings are visible in their individual bins through plastic "see-through" box lids. No. POR-60 has 150 items in 12 assorted sizes, No. POR-50 contains 50. *Lavelle Rubber Co., Chicago, Ill.*

Circle No. 192 on coupon, pg. 94

Plastic Pipe

A COMBINATION floor display and plastic pipe dispensing reel that takes up only six square feet of floor space is available to dealers from the Yardley company. The new floor display is called the "Tell 'N Sell Jr." It is designed to "get the product out of the back room and onto the sales floor to boost sales." The single reel dispenser has a target sales message printed in bright colors. It is made of tubular steel. *Yardley Plastics Co., Columbus, Ohio.*

Circle No. 193 on coupon, pg. 94

Chain Sales-Maker

CUSTOMERS can step up and select any of seven types and sizes of weldless, sash, or bright chain from this chain sales-maker, a self-service chain department in itself. The unit occupies less than two square feet of floor space and is available with choice of several assortments of various types and sizes of chain. A simply-operated contrivance allows the customer to measure and cut his own order. *S. G. Taylor Chain Co., Inc., Hammond, Ind.*

Circle No. 194 on coupon, pg. 94

Chain Dispenser

A COMPACT chain department in itself, the Hodell Chain Merchandiser displays four full reels of chain or the equivalent in one-half or one-third reels, yet takes less than two square feet of floor space. Great Lakes assortment illustrated is one of four initial chain assortments available. Stand has foot marker and chain cutter attached which facilitates snipping off the length sold. Stand is 57" high, 16½" deep, 19½" wide. *Hodell Chain Co., Cleveland, Ohio.*

Circle No. 195 on coupon, pg. 94

Chain Dispenser

THIS dispenser offers an easy way to display chain in minimum floor space. Called the Merchaindiser, the unit has no sharp edges or corners. The ice blue baked enamel finish blends with the silver of the chain for distinctive appearance. Chain handles easily from the reels and customers can select requirements easily. An extra rack holds reserve supply and a sturdy cutter is attached. *Nixdorff-Krein Manufacturing Co., St. Louis, Mo.*

Circle No. 196 on coupon, pg. 94

Chain Display Stand

A CHAIN merchandiser which can accommodate both reeled and boxed chain and chain accessories is this trim, modern-appearing, and compact display stand offered by Russelline. Constructed of sheet metal, the stand is 55" high, 32" wide, and 16" deep. Merchandiser has a flush back for placement against a wall or at the end of a gondola and has adjustable shelves. *John M. Russell Division, The Risdon Mfg. Co., Naugatuck, Conn.*

Circle No. 197 on coupon, pg. 94

Paint Insecticide

NEW DIANOL Paint Insecticide display material includes a hanging mobile display consisting of a die-cut can, 9" x 7", and a die-cut bug, 8½" x 5" — both printed in fluorescent colors. The second piece is a "Can-Top Folder-Holder," 3½" x 3¼" x 1¼", which, when folded and inserted in top of a can, serves both as a display and as a holder for give-away folders. Dianol is a powder that mixes with most paints. *Mills-Pearson Corp., St. Petersburg, Fla.*

Circle No. 198 on coupon, pg. 94

Screw Anchor Cabinet

HERE'S an eye-catching metal cabinet designed to increase sale of Molly screw anchors. It has 11 drawers, one for each-size item, one for utility plugs, and another for safety wrenches. Drawer handles are the actual products contained in the drawers. Cabinet is 16½" x 13½" x 6½" and weighs 34 pounds. Refills come in standard packages to fit all drawers. Net dealer price is $57.50. Cabinet is red. *Molly Corp., Reading, Pa.*

Circle No. 199 on coupon, pg. 94

Peg Board Merchandiser

THIS self-service merchandiser holds 21 of the most popular sizes and types of perforated board fixtures, along with four convenient sizes of ⅛" perforated board — 90 square feet in all. Designed as the Turnbuckles K-4, the compact display is 54" high, 24" wide, and 21" deep. The attractively lithographed, easily assembled unit is finished in green, yellow, and black, sturdily constructed of wood and peg board. *Turnbuckles, Inc., Michigan City, Ind.*

Circle No. 200 on coupon, pg. 94

Serve Yourself Unit

THIS unit fills 80% of customer's fastener needs. Five assortments totaling 91 sizes of carriage bolts, large and small cap screws and stove bolts are available. Products are bright zinc, chromate plated. Refills are packaged in small quantities to stock only one department. Tray assortments may be purchased separately. Trays fit NRHA standard gondolas, islands, wall counters. Tray size: 23" x 9" x 14". *The Lamson & Sessions Co., Cleveland, Ohio.*

Circle No. 201 on coupon, pg. 94

Stapling Machine Card

A FREE DISPLAY for the #105 stapling machine carries its sales message on an easled display card which measures 9½" x 12". It is enhanced further by use of day-glo inks. The hand pointing to the stapler-tacker-plier is die-cut and automatically juts out as the easel is put into use. The copy message carried on the display claims "all you need is one finger with this new Arrow stapler . . . tru-tension springs do the work." *Arrow Fastener Co., Inc., Brooklyn, N. Y.*

Circle No. 202 on coupon, pg. 94

Packaged Hardware

FOR EASY display and quick selling of its line of polyethylene packaged household hardware, Larson offers the illustrated Assortment Rack. The company states that it carries one of the largest lines of small packaged hardware available, from any one source. The packaging is said to save selling costs; open stock may be displayed from pegboard or counter bins. Suggested price allows a good markup. *Chas. O. Larson Co., Sterling, Ill.*

Circle No. 203 on coupon, pg. 94

Nut-Bolt-Screw Display

MERCHANDISING rack No. 40 is Elco Tool and Screw's new Stock-Your-Shop system of screw packaging. The self-serve-type rack holds five boxes each of 40 different most-used wood and machine screws. Clear plastic boxes have brilliant labels in different colors and feature generous quantities of top-quality screws at uniform price of 59¢ per box. The rack is 24" high, 24" diagonally, and rotates. *Elco Tool and Screw Corp., Rockford, Ill.*

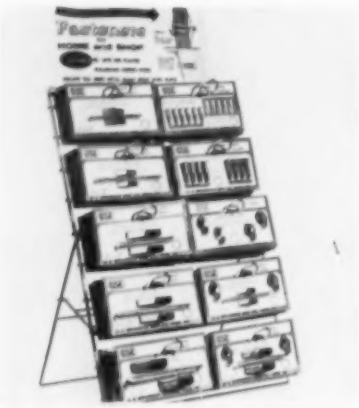
Circle No. 204 on coupon, pg. 94

Hook Assortment

THIS attractive No. 800 hook assortment, containing 10 of the most popular sizes, is a 12" x 8¾" x 2¼" heavy fiber display box, printed in three colors. It contains, in all, a total of 108 S-hooks and 336 8-hooks. Dealers may use it either for shelf or window display. It is packed in individual shipping containers, the complete display weighing 11 pounds. A six-pound assortment, No. 400, is also available. *Turnbuckles, Inc., Michigan City, Ind.*

Circle No. 205 on coupon, pg. 94

Fastener Display



A STURDY, attractive metal display for Skin-Pack carded anchors and fasteners can be used on a counter or mounted on a wall. It comes free to dealers who buy an assortment of five each of 10 different cards, all fast-moving items for the home, office, and shop. Weighing 6½ pounds, the display is 11¾" wide, 16⅝" high, and 6" deep. It lists products on display and gives refill information. *U. S. Expansion Bolt Co., York, Pennsylvania.*

Circle No. 206 on coupon, pg. 94

Nail Merchandiser

ATLAS Display No. 57 comes packed in one carton with five one-pound packages each of 6d, 8d, and 16d common nails; 4d, 6d, 8d, 10d, and 16d box nails; and 4d, 6d, 8d, and 10d finishing nails. Total shipping weight is 75 pounds. Display is only 17" wide, 16" high, and 12" deep. Refills of all items are available in units of five boxes. Nails are parallel-packed in each box to save space. Rack allows self-service. *Atlas Tack Corp., Fairhaven, Mass.*

Circle No. 207 on coupon, pg. 94

Nailing Kit

THE NEW T-50 Automatic Gun Tacker kit is designed to help promote dealer sales to the do-it-yourself market. This planned package enables dealers to make three sales in one. The two-color box opens to show a graphic display. The kit contains the T-50 automatic gun tacker, a supply of 5,000 staples in four different sizes, and a steel staple remover, each packaged in its own regular box. List price: $16.50. *Arrow Fastener Co., Brooklyn, N. Y.*

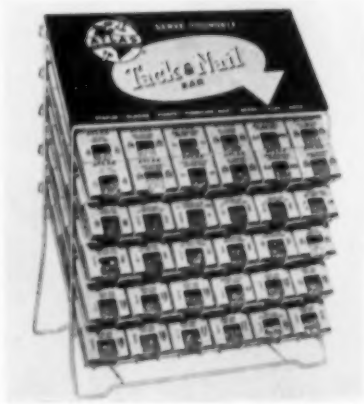
Circle No. 208 on coupon, pg. 94

Nail Container

DIXISTEEL Nail Caddy, a colorful fiberboard container for all nail sizes, now has a built-in tear tape that makes it easier to open, the manufacturer announces. When the tape is pulled, the top can be slipped off and the carton used by the dealer on the floor or counter as a selling display. When not in use, top may be replaced to discourage pilfering. It is used as a shipping carton for all common and roofing nails. *Atlantic Steel Co., Atlanta 1, Ga.*

Circle No. 209 on coupon, pg. 94

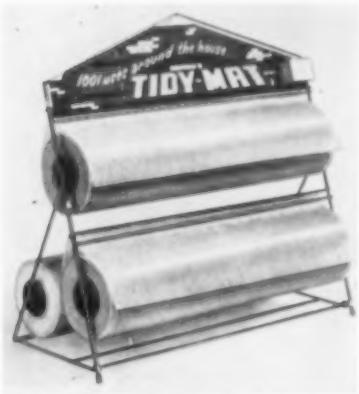
Tack and Nail Bar



TACK AND nail bar No. 52 is said already to have been profit-proved by more than 15,000 hardware dealers. Requires less than a square foot of counter space, being 14" wide, 7" deep, and 20" high. The contrivance holds six boxes each of 30 fast-moving items in popular ⅛ lb. size. The item provides complete self-service, fast turnover, and high profit on steady volume of impulse sales. Refills on all items are available. *Atlas Tack Corp., Fairhaven, Mass.*

Circle No. 210 on coupon, pg. 94

Plastic Mat Rack



FLEXIBLE clear transparent polyethylene Tidy-Mat is displayed, stored, and dispensed from this rack. It holds three rolls of either 50' or 100' material. A special "Non-Slip" feed-through affords positive feeding and prevents material from slipping out of the feed guide after cutting. Rack is collapsible. It is given free with initial purchase of 300 feet of either 100 or 50 foot rolls. Rack is 13 x 32 inches, 30 inches high. *Gering Products, Inc., Kenilworth, N. J.*

Circle No. 211 on coupon, pg. 94

Matting Rack

TO PRESENT its line of Koroseal matting, the company is offering a sturdy metal, six roll display rack, available with a minimum purchase of six rolls. Colorful consumer literature is easily accessible from a built-in basket on the stand. The rack is designed to hold a roll of both black and brown Koroseal Duro-Last matting and one roll each of the rose, leaf green, dawn grey and sandalwood Koroseal textured carpet matting. *Natco Products Corp., Providence, R. I.*

Circle No. 212 on coupon, pg. 94

Rubber Cushion Dispenser

THIS Rubbermaid Shelf-Kushion display unit, a $20.00 value, is free with purchase of four rolls of wall cabinet Shelf-Kushion and two rolls of the wider, base cabinet item. Fixture holds continuous lengths to reduce stocking problems, improve visual inventory, and to permit custom trimming for customers. Shelf-Kushion Display No. 0818 has been pre-tested with what has been defined as "phenomenal results." *The Wooster Rubber Co., Wooster, Ohio.*

Circle No. 213 on coupon, pg. 94

Floor Matting Rack

A DOUBLE-SIDED tubular aluminum display rack for FOAMstep 27" floor and stair matting holds three 25-yd. rolls and requires 30" x 30" floor space. Material pulls easily from rolls for measuring, scissor cutting. Display is suited for wall or aisle area. Messaged header, guarantee slips, ad mats, product literature are enclosed with knocked-down stand. Rack is free with three rolls of FOAMstep. Retail price, $300; dealer, $180. *Crown Rubber Co., Fremont, Ohio.*

Circle No. 214 on coupon, pg. 94

Floor Tile Rack

ROTO-TILER, a new rotating display for floor tiles, occupies less than four square feet of floor space. Only 24" wide at its broadest point, the display highlights 40 tile patterns at all times. It is a self-service tool, by which customers can examine an entire stock of 9" x 9" tile samples without assistance. Said to set up in seconds, the rack is available to dealers at the price of $38.50, fob the factory. *Congoleum-Nairn, Inc., Kearny, N. J.*

Circle No. 215 on coupon, pg. 94

Stair Tread Display

A STAND FOR displaying stair tread is described as truly convertible. With legs, it is a floor display; without legs, it is a compact counter display. The legs may be attached or removed easily. Full range of carpet-like and various weight corrugated treads are sampled. Both curved nose and riser-ed treads are shown. It is offered dealer free with $25 tread or $25 tread-corrugated matting combination orders. *Crown Rubber Co., Fremont, Ohio.*

Circle No. 216 on coupon, pg. 94

Floor Finish Rack

A BUY-INVITING, help-yourself display rack for merchandising floor finishes and maintenance materials is offered by the company. Free to dealers placing basic orders, the compact merchandiser is of welded heavy gauge wire construction. To assemble, one merely fans out legs and drops down the three hinged wire shelves. Included are four three-color cards which carry the sales message. *American Floor Surfacing Machine Co., Toledo, Ohio.*

Circle No. 217 on coupon, pg. 94

Electric Heater Display

FREE to qualified dealers with purchase of heaters is this eye-catching HD-6 electric heater display. Item is colorfully designed in easy-to-clean Ivanhoe Brown "Zolotone" decorator colors. The item takes up little floor space, only 4' wide, 5' high, and 2' deep. Display package also includes 100 portable heater envelope stuffers, 100 Bilt-in heater envelope stuffers, and one extensive wall banner. *Thermador Electrical Mfg. Co., Los Angeles, Calif.*

Circle No. 218 on coupon, pg. 94

Electric Fencer Display

HERE'S A 24" x 36" maroon and tan rack that serves as either a floor, window, or counter display for four to six Hol-Dem Electric Fench Controllers. Constructed of peg board, tubular steel, and metal, it is flexible enough to exhibit all six models in the line, battery or electric. Colors are silkscreen. Rack is available from distributor outlets upon initial purchase of six fencers. *Hol-Dem Electric Fencer Co., Minneapolis, Minnesota.*

Circle No. 219 on coupon, pg. 94

Electric Wire Rack

AN all-steel floor or counter rack for dispensing electric wire is available. It is shipped with 500 feet #18 SP-1 Brown rubber lamp cord, 250 feet #18 SPT-1 Ivory plastic lamp cord, 250 feet #18 SV and 250 feet #16 SJ rubber-jacketed service cords, all UL-listed. It has built in ruler and wire cutter. It measures 17½" x 17" x 30½" high. Dealer cost is $52.50 with a retail value of $82.50. *Royal Electric Corp., Pawtucket, Rhode Island.*

Circle No. 220 on coupon, pg. 94

Floodlight Merchandiser

HOME-OWNERS in need of exterior lighting are said to be attracted by this small, compact floodlight display, lithographed in five eye-catching colors. Its easel back facilitates counter and window display. Only 18" x 22", the merchandising board has an assortment of Steber lighting units attached, making fixture selection easy. A newspaper advertising mat service accompanies orders for dealer use. *Steber Manufacturing Co., Broadview, Illinois.*

Circle No. 221 on coupon, pg. 94

Extension Cords

AVAILABLE through wholesalers is this floor display for 3-way cube tap electric extension cords. Printed in red and black on yellow corrugated the No. J-5311 contains 150 UL-listed brown cords with modern bakelite cube taps, assorted 50 6-ft., 80 9-ft., 20 15-ft., prepriced at 39¢, 49¢, 69¢. List price: $80. Dimensions of the "dump" display are 17" square, 32" high; is said to be easy for dealer to set up. *Royal Electric Corp., Pawtucket, Rhode Island.*

Circle No. 222 on coupon, pg. 94

Coloramic Bulb Display

A COLORAMIC promotion geared to run concurrently with other specials in the company's lamp sales program consists of a galaxy display starring flashing bulbs. The corrugated display is in two colors. Color-guide charts show how to use and select Coloramic bulbs for the home. Special gimmicks for portable lamp and Coloramic bulb groupings, stick-on price cards, advertising reprints, and letterheads are available. *General Electric Co., Cleveland, Ohio.*

Circle No. 223 on coupon, pg. 94

Portable Light Display

THE No. 573 Radar-Line peg board wall display is designed to provide a complete department for the Burgess Radar-Line of portable lights. Unit also can be used effectively as a window display. Size is 36" x 20". Red and black display sign at top tells the Radar-Line story with application scenes and features the exclusive Burgess "Corrosion-Proof" principle. Display is furnished with purchase of special assortment. *Burgess Battery Co., Freeport, Ill.*

Circle No. 224 on coupon, pg. 94

Cub Flashlight Card

A TWO-SIDE counter or window display card holding 12 miniature Z22M flashlights is offered to dealers. The card is colorfully printed in red, green, yellow, and blue. Six flashlights are placed in front, six in the back for double sales exposure, making it adaptable for island displays and "all around" impulse selling. Order M-485 consists of 12 No. Z22M in two-side display card. Dealer cost is $4.56; retail value, $7.08. *Ray-O-Vac Co., Madison, Wis.*

Circle No. 225 on coupon, pg. 94

Battery Charger Rack

A COMBINATION peg board, tubular steel and metal rack in maroon and tan silkscreen colors is made available to dealers for merchandising ESS battery chargers. It holds four to six chargers, either 6-volt, 12-volt, or combination models, and is flexible enough to display any of the 12 chargers in the ESS line. Measuring 24" x 36", it is adaptable as a floor, window, or counter display. *Electric Service Systems, Inc., Minneapolis, Minn.*

Circle No. 226 on coupon, pg. 94

Portable Gas Appliances

POINT OF PURCHASE display cards are mounted directly on the product by this company to stimulate sales of its portable gas appliances. These are colorful red, yellow, and black cards that carry illustrations of product in use and other descriptive matter. In the accompanying photo, card is mounted on a Bernz-O-Matic propane gas cook stove. Cards are packed individually with each product as it leaves the factory. *Otto Bernz Co., Inc., Rochester, N. Y.*

Circle No. 227 on coupon, pg. 94

Lantern Display

DIE-CUT cards said to fasten easily to the product will help promote dealer sales of Dietz Comet Electric and Comet Kerosene lanterns. The die-cuts, free to dealers, promote the lanterns' uses as a barbecue item, Halloween safety light, and children's toy. Also available are ad mats, sales brochures on "How to Sell Comet Lanterns," and 6 watt, 110 volt electric flashes for display purposes within the store. *R. E. Dietz Co., Syracuse, N. Y.*

Circle No. 228 on coupon, pg. 94

Early American Hardware

THE SPECIAL 5090 package featuring the Early American line of cabinet hardware includes with each assortment a free display board, envelope stuffers and catalog sheet. The #5090-B assortment, shown, has a smooth surface polished brass finish, and includes one doz. pr. 916-B "H" flush hinges, one doz. pr. 920-B "H" ⅜" offset hinges, one doz. pr. 938-B ⅜" inset semi-concealed hinges, two doz. 985-B drawer pulls, and one doz. 410-B drawer knobs. *Ajax Hardware Sales Co., Los Angeles, Calif.*

Circle No. 229 on coupon, pg. 94

Athletic Equipment

DESIGNED to give a representative display of athletic equipment in a small area, the company will furnish the following material free of charge: cartoon signs, lithographed in three bright colors, to be used in windows, on the counter, or on back shelf space; ball collars, glove stands, and inflated ball easels to make it easy to display merchandise in any part of the store. Spring and Fall catalogs also available. *The Draper Maynard Co., Cincinnati, Ohio.*

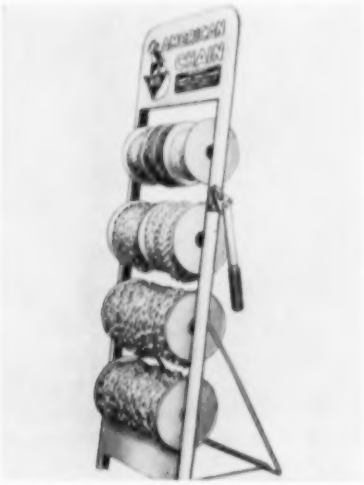
Circle No. 230 on coupon, pg. 94

All Purpose Tackle

THE No. 25 All Purpose Tackle Display is designed to give the dealer a well-rounded stock of 14 flyrod, spinning, and casting lures with a small investment. The assortment is on a 19" x 14" steel display which stands on two metal legs extending 3" from the display. Legs are removable. Poppers on top hangers are packed two in a plastic bag, other items are hung individually on hangers without bags. *Marathon Bait Co., Wausau, Wis.*

Circle No. 231 on coupon, pg. 94

Chain Dispenser



DESCRIBED as a chain department in less than two square feet of floor space this dispenser is available with three different assortments of chain, each assortment containing seven reels. The unit is 54½" high, 14¾" deep, 17" high, and weighs 19 lbs. Unit is furnished with chain cutter attached or separate. *American Chain & Cable Co., Bridgeport, Conn.*

Circle No. 232 on coupon, pg. 94

Tack Dispenser

DESIGNED to hang on popular, modern pegboard walls or partitions is this small wire dispenser for standard ⅛ lb. packages of Atlas tacks, nails, and brads. Rack measures 11" x 7" x 2" and holds 30 packs. Readily refilled, the rack keeps packages visible and in order. Item is shipped with order for 90 packages — 30 each of three fast-moving items, with total weight of 12 lbs. Cost to dealer, $8.10; retails, $13.50. *Atlas Tack Corp., Fairhaven, Mass.*

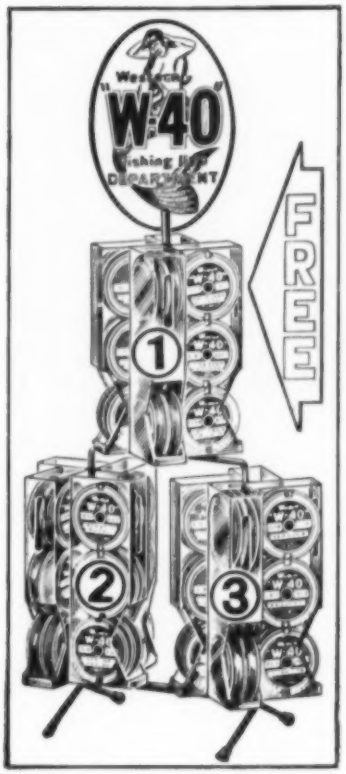
Circle No. 233 on coupon, pg. 94

Hanson Display

THIS three-way display stand is available for the promotion of Hanson scales. Dealers having pegboard display space can use any number of these brackets for the display of a number of scales. Units can also be used on counters or for window display. *Hanson Scale Co., Northbrook, Ill.*

Circle No. 234 on coupon, pg. 94

Fishing Line Display



THIS line display, the Western W-40 features transparent plastic revolving dispensers, black wrought iron base, and non-skid rubber feet. Measuring 20" high, 13" long, and 7" wide, the display occupies less than one square foot of counter space. An assortment of line, No. 1, and the display, is free to dealers buying assortments No. 2 and No. 3, in dispenser packed monofilament, braided monofilament, or bait casting line. *Western Fishing Line Co., Glendale, Calif.*

Circle No. 235 on coupon, pg. 94

Door Closer Display

A "PICK-ME-UP" counter display that demonstrates the operation of Ideal screen door closers is free with an order of six closers. Made of metal rods in a smooth hardwood base, the display is finished in red with gold lettering. One of the six closers is mounted in the display. The No. D90-1 closer pictured on the display has an enclosed shock absorber spring plus an oil cartridge that lubricates all internal parts for 10 years. *Ideal Brass Works, Inc., St. Paul, Minn.*

Circle No. 236 on coupon, pg. 94

Light Bulb Arch

TIEING IN with its "Rocket to Profit" lamp bulbs sales program, the company offers "The Profit Arch." The arch consists of two merchandisers connected by a special bridge. Measuring 9' in height, 22" in depth, the display forms an arch with an inside measurement that can be varied from 4½' to 7'. Clearance under the arch is 7'. It accommodates 20 cases of G-E lamps with a retail value of more than $500. The arch is in maroon and gray. *General Electric Co., Cleveland, Ohio.*

Circle No. 237 on coupon, pg. 94

Magnetic Cabinet Catch

A SPECIAL promotion offer for permanent magnetic cabinet catches is the No. 5030 merchandising package. The entire package is available to dealer for just the cost of the merchandise, less his usual discount. It includes the colorful 30-D counter demonstrator and three doz. A-30 magnetic catches. Also catalog sheet and envelope stuffers. Dealer cost, $8.39; retail value, $16.20. *Ajax Hardware Sales Co., Los Angeles, Calif.*

Circle No. 238 on coupon, pg. 94

Display Carton

A NEW display carton for Jiffy picture hanger and eyelets holds two dozen individual packages of either the hooks or eyelets. Jiffy hangers are cellophane packed, six to an individual package and retail for 19¢. *Jiffy Enterprises, Inc., Philadelphia, Pa.*

Circle No. 239 on coupon, pg. 94

Shot Applicator Twinrack

AN INTRODUCTORY offer of six individually packaged Shot-Masters and six dozen Redi-Shot Discs includes matching twin counter displays for both products. Basic display is made of a vacuum formed plastic in a samoa-beige finish. Shot-Master display is a stepped design and holds three individual units. The Redi-Shot display is divided into three inclined troughs, each holding two dozen discs of each size shot. Colorful display cards, illustrating the products and with holders for consumer literature, fit into slots at the back of each unit. There is no charge for the displays which includes envelope stuffers and a window streamer. *South Bend Tackle Co., Inc., South Bend 23, Ind.*

Circle No. 240 on coupon, pg. 94

Drill Attachment

A COMPACT counter display for the Supreme Versamatic drill attachment is available. An actual Versamatic unit fits into center of the display pocket. Give-away literature is contained in a pocket at the lower right. A metal-edged Versamatic box rests at the base of display. Special selling features of the versatile drill attachment are printed on the merchandiser with illustrations of its various uses. Entire display is free to dealers stocking the item. *Supreme Products Corp., Chicago, Ill.*

Circle No. 241 on coupon, pg. 94

Aluminum Trellis

A COLORFUL combination shipping and display carton can be used for the display of aluminum trellis. Designed for self-service this display carton is called the T-10 package. It contains 6 boxes of 10 ft. coils, each in a master display carton and includes two stretcher rods and four screw hooks in each box with complete instructions. *Nichols Wire & Aluminum Co., Davenport, Iowa.*

Circle No. 242 on coupon, pg. 94

Screen Display

AVAILABLE now is this shipping-display carton for extension window screens. It has a full description on panel on how to use the carton for display. Unit holds 12 screens. *National Screen Co., Inc., Suffolk, Va.*

Circle No. 243 on coupon, pg. 94

Furnished Fishing Lines

A REVOLVING metal stand for Ideal furnished fishing lines holds four colored plastic strips of 12 furnished lines to each strip. Customer merely snaps off his purchase. Each strip has a pressure sensitive header label containing pricing area. A number of assortments are available; a metal display unit and copy card are shipped with each deal. *Ideal Fishing Float Co., Inc., Richmond, Va.*

Circle No. 244 on coupon, pg. 94

Steel Bar Display

THIS free, four-color wood display is available to dealers for the promotion of steel bars. The display contains a 49 piece standard assortment including 25 rounds, 15 flats, and 9 angles, all in varying sizes. List price of clear coated products: $40.02. List price of zinc plated products: $47.10. *RediBolt, Inc., East Chicago, Ill.*

Circle No. 245 on coupon, pg. 94

Card Display

A CARD used to more effectively display this company's Handee-Handle is available. A new "skin pack" is used to hold the handle on the card. The card explains that the Handee-Handle fits any vacuum bottle. 12 individually carded handles are packed per carton. Dealer price: $4.32 per dozen. *Aladdin Industries, Inc., Nashville, Tenn.*

Circle No. 246 on coupon, pg. 94

Silent Chain Salesman

THE ALL METAL "Silent Chain Salesman" is offered for displaying all types of chain. It has a red enameled finish; card holder for retail per foot prices; handy shelf for tools, literature, etc.; 6" markings on face for measuring of chain; and requires 2 sq. ft. of floor space, measures 54" high, 19" wide, 24" deep. Stand alone weighs approximately 32 lbs., and is shipped to dealer in carton, ready for immediate assembly. Chain cutter is optional. *The McKay Co., Pittsburgh, Pa.*

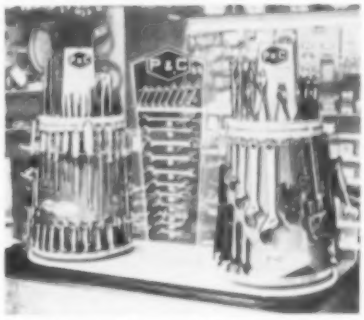
Circle No. 247 on coupon, pg. 94

Tool Merchandiser

THIS Stanley tool merchandiser, the HT 2 is designed to promote turnover and easy self-selection. The unit is comprised of 198 matched Handyman items and is designed for placement on an IRHA gondola, a shopping island, or a wall. Constructed of pegboard the unit includes glass bin partitions, tool hooks, price tickets, and stenciled backboard for mounting tools. Merchandiser has a retail value of $305.00. *The Stanley Works, New Britain, Conn.*

Circle No. 248 on coupon, pg. 94

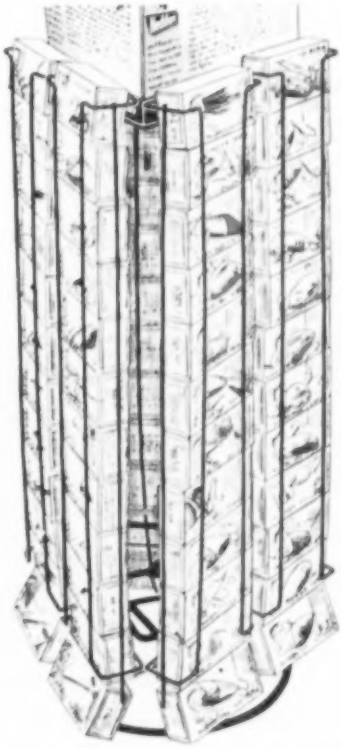
Twin Tool Merchandiser



THE TWIN ROCKET 150 is a flexible merchandiser for hand tools that can be used close against walls, out in the open, on a counter, on an island display, or in a tool alcove. It is in color and is 48" x 16" x 30". In addition, stock numbers on the merchandiser facilitate checking inventory. *P & C Tool Co., Portland, Ore.*

Circle No. 249 on coupon, pg. 94

Bait Dispenser Rack



BR-72 IS a bait dispenser rack which displays, in less than two cubic feet, 72 spin-casting lures. It gives complete details about how to catch fish on surface and underwater lures, the colors to use, the time, and location. The stand revolves for quick look at complete assortment, with lures boxed in clear acetate with "look-in" lids. Free to dealers ordering 72 lures, which list at $96.50. *James Heddon's Sons, Dowagiac, Mich.*

Circle No. 250 on coupon, pg. 94

Wall Case

AVAILABLE IN wood or metal, the all-new Flex-Orama 600 wall case features three-foot, perforated shelves for instant binning and varied shelf arrangement. Price ticket moulding takes both ⅞" or 1¼" tickets. Six decorator-approved colors are available for back panel as well as shelves as well as choice of perforated base for additional binning or solid novoply panel base. More than 15 combinations of color and design are available for cornices. *Streater Industries, Inc., Spring Park, Minn.*

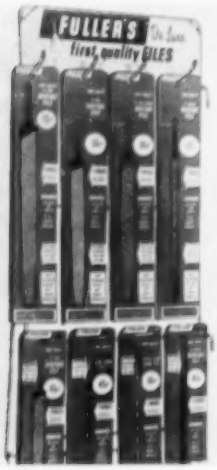
Circle No. 251 on coupon, pg. 94

Firearms Holder

A WINDOW and counter gun holder display is offered free to dealers. The holder, though only 8½" x 8½" x 7" high, will accommodate any gun in the Mossberg line and is done in simulated natural blonde wood finish. Tags are provided which fit into slots at side of the holder for price and model identification. The display comes packaged flat and can be set up in seconds. *O. F. Mossberg & Sons, Inc., New Haven, Conn.*

Circle No. 252 on coupon, pg. 94

File Merchandiser



THE No. 150 file merchandiser consists of 24 files, three each of eight different types, carded, pre-priced, and displayed on a free 3-tier stand-up, hang-up metal rack. Set contains 6", 8", and 10" Mill Bastard Files; 6" and 8" Round Files; 6" Extra Slim Taper File; 7" Double Extra Slim Taper File and an 8½" Round Bastard File; all of first quality. Retail list price for all 24 is $13.80; cost to dealer is $8.28. *Fuller Tool Co., Inc., New York, N. Y.*

Circle No. 253 on coupon, pg. 94

Fishing Line Display

A WIDE RANGE of fishing line assortments in plastic counter displays is offered for the 1958 season. The Signaline assortment, shown, is made especially for the closed face spinning reels and the line is dyed a warning red color on the end. When this color appears through the small hole in the reel, the angler knows he is reaching the end of his line. This feature is dramatized on the display card. *Cortland Line Co., Inc., Cortland, N. Y.*

Circle No. 254 on coupon, pg. 94

Packaged Salad Bowl Set

THE TOWN and Country Salad Bowl Set is packaged individually in a carton which forms an attractive display. The sets are featured especially as gift items for any occasion. *J. Shepherd Parrish Co., Chicago, Ill.*

Circle No. 255 on coupon, pg. 94

Tea Kettle Display

WHEN set up this unit displays five different Revere tea kettles in minimum space. It is lithographed in six colors and has a flashing panel. The display gives all sales information. It comes to the dealer complete in one unit, all parts attached, and is constructed to last. It can be taken down again, packed away in its special carton and used again on special occasions. Display cost: $2.00. *Revere Copper and Brass, Inc., Rome, New York.*

Circle No. 256 on coupon, pg. 94

Archery Set Cartons

TWO COMPLETE archery sets are offered in self-contained display cartons. The carton is split at the center, allowing removal of one half of the sleeve for display of kit contents. The other half remains in place providing colorful display of sales message. The 8500 Actionbow set retails at $16.95 and contains a recurve bow, four tubular glass arrows, quiver, arm guard, shooting tab, and target face. The 8700, shown, retails at $11.95, has a straight Actionbow, three wooden arrows, arm guard, shooting tab, and target face. *Orchard Industries, Inc., Hastings, Mich.*

Circle No. 257 on coupon, pg. 94

Sample Board

THIS sample board is designed to stimulate dealers' sales by showing the merchandise in action. Measuring only 7¾" x 9¼" the board is finished in natural wood and shows off the items to advantage against a natural background. *Penn-Akron Hardware Corp., Woodside, N. Y.*

Circle No. 258 on coupon, pg. 94

Brush Holder

THIS unit, designated the No. 25 household brush merchandiser is designed for large volume stores. It displays a wide range of 25 Oxco brushes in pink, blue or yellow, labeled and pre-priced. Unit is 59⅞" wide, 17⅞" deep, and 26" high and is adaptable for island, gondola, wall or column use. Retail value; about $200. *Ox Fibre Brush Co., Frederick, Maryland.*

Circle No. 259 on coupon, pg. 94

Rack Cards

SHOWN above is the new rack card for use at the top of the Reynolds regular do-it-yourself aluminum racks to demonstrate the use of sliding channel, a new product with the company. These rack cards are die-cut to 11⅝" x 34½" with rounded corners. They are four line colors, and two 12" DIY Channels are mounted with sliding doors with one turned wooden cabinet knob. *Reynolds Metals Co., Louisville, Ky.*

Circle No. 260 on coupon, pg. 94

Window Materials Unit

A RACK for merchandising glass substitute window materials is offered to dealers. The rack is designed to display rolls of Transoglass, Transolene, Transolite, Transoray, and Transolume. Net cost of stand is $14.50. *Transolene Co., Barrington, Illinois.*

Circle No. 261 on coupon, pg. 94

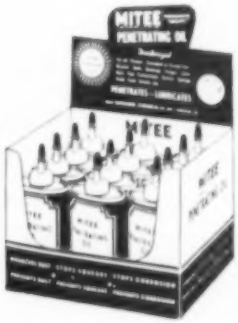
Paint Color Display

A NEW "Color Cascade" displaying the 130 matching colors in Super Kem-Tone wall paint and Kem-Glo enamel is being made available to dealers. The unit shows the colors in perspective on tubular racks and also on take-home color chips in the base.

A copy of the new "Color Harmony Guide" showing 1500 color harmonies is included. Fluorescent lighting illuminates the display. The unit measures 33" wide, 16" deep, 31" high. *The Sherwin-Williams Co., Cleveland, Ohio.*

Circle No. 262 on coupon, pg. 94

Display Carton



To stimulate impulse purchases this cardboard counter display holds 12 3-ounce cans of penetrating oil. The three color display has a shipping weight of 3 pounds. Mittee penetrating oil also is packaged in ½ pint, pint, quart, gallon cans, and 5, 30, and 55 gallon drums. *John Sunshine Chemical Co., Chicago, Ill.*

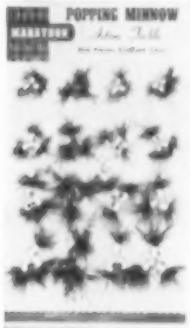
Circle No. 263 on coupon, pg. 94

Chain Saw Panel

A 44" x 28" three color cardboard display panel featuring chain saws is offered free to Lancaster dealers. It is designed to make an attractive display for the counter, window, or floor. Two of the panels, used back to back, are suggested as an effective display. *Lancaster Pump & Manufacturing Co., Inc., Lancaster, Pa.*

Circle No. 264 on coupon, pg. 94

Popper Assortment



STANDARD packaging of the No. 875 Popper assortment consists of 4 doz. #780 Popping Minnows on a 6½" x 11½" display card. The card contains three each of poppers in hook sizes 8, 10, 12, and 14 in pattern numbers 782, 783, 784, and 787. Any Marathon popper is available in this assortment if dealer specifies Assortment No. 875 and then the catalog pattern number and size of popper desired. Packed one card in a box. *Marathon Bait Co., Wausau, Wis.*

Circle No. 265 on coupon, pg. 94

Saw Blade Display

A PERMANENT display cabinet is available for the display of coping and jigsaw blades. The unit measures 14½" long, 9½" high, and 2½" deep, and may be used as a wall or counter display. Unit holds 17 different types of blades — 30 dozen in all. Five blades of each type are individually packaged, labelled, and pre-priced. A table of blade specifications is printed on the front of the container. *Parker Manufacturing Co., Worcester, Mass.*

Circle No. 266 on coupon, pg. 94

MAKE MINE KLEINS

Linemen, electricians . . . men who know good tools . . . are satisfied only with the best. When it comes to pliers, they know the best is Klein's—famous for quality "since 1857."

For your top customers . . . those who appreciate the finest in tools . . . be sure your stock of Klein Pliers is adequate.

This convenient display rests on your counter or hangs on the wall. It is strong and sturdy and carries a selection of the most popular Klein Pliers. Furnished FREE when ordered with pliers and handles to stock it. See your hardware distributor.

Foreign Distributor:
International Standard Electric Corp., New York

Mathias KLEIN & Sons
Established 1857 — Chicago, Ill., U.S.A.
7200 McCORMICK ROAD • CHICAGO 45, ILLINOIS

PRINTED HELPS
and other sales aids

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

Circle No. 267 on coupon, pg. 94

Daisy Manufacturing Co., Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid illustrating 98, 25, 94, 1094 air rifles; and a newspaper advertising mat illustrating all models. For more information—

Circle No. 268 on coupon, pg. 94

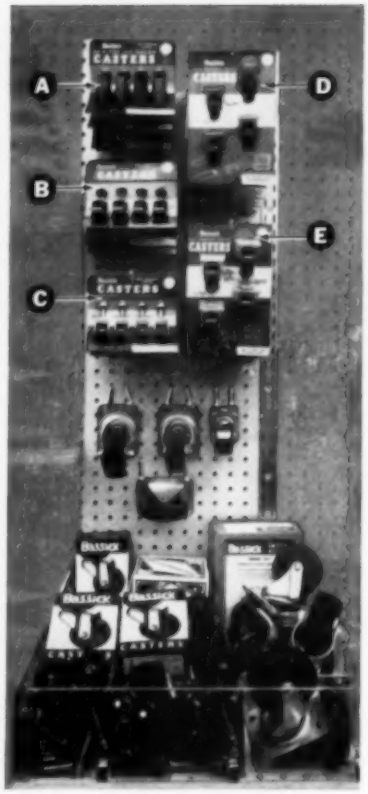
Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be conveniently hung from the rack for customer convenience. For more information—

Circle No. 269 on coupon, pg. 94

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: In the Camillus line are two display cases, the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with limed oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window display. Both #5600 and #56-24 are available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

Circle No. 270 on coupon, pg. 94

Lebanon Chemical Corp., Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red or white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on any product plus newspaper mats and window streamers are also of-



DISPLAY CARDS SELL CASTERS

Hang them on pegboards! Pile them in glass bins! These new cards of popular, inexpensive Bassick casters work hard for sales.

Each card displays one set of four casters along with pictures of likely applications, sales features and instructions for installing. That way your customers can see and sell themselves—a good way to pick up impulse sales, too. And, of course, all these newly carded casters are still also available in box packaging. Check your wholesaler now. THE BASSICK COMPANY, Bridgeport 5, Connecticut. *In Canada:* Belleville, Ontario. 7.24

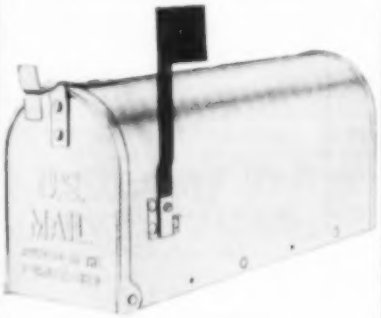
A. 9428S-OCE Crib or tea wagon caster; 2" soft rubber tread wheel
B. 7639B-E* Standard light-duty 1⅝" stem caster
C. 5639B-E* Standard light-duty 1¼" stem caster
D. 5629B-E* Swivlo light-duty 1¼" plate caster
E. 7629B-E* Swivlo light-duty 1⅝" plate caster
*"Atlasite" Wheel

Bassick
SYMBOL OF EXCELLENCE
SW

RURAL MAIL BOXES

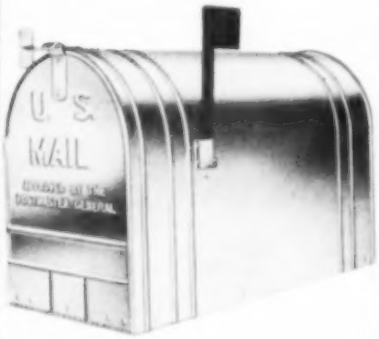
UNITED STATES STANDARD NO. 1

Approved by Postmaster General



UNITED STATES STANDARD NO. 2

Approved by Postmaster General



BOTH BOXES AVAILABLE IN HEAVY GAUGE ALUMINUM or GALVANIZED STEEL

These boxes are manufactured from full gauge metal. Special dies have been developed to form the body of the box with rolled and clamped seams to assure perfect seal against weather and rain. Flag and staff both are finished with a special red lacquer, highly resistant to all weather conditions. *Here is a rugged box for excellent service.*
Manufactured by——

AKRON METAL SALES COMPANY

Division of Caster Mold and Machine Co.

275 North Forge Street Akron 4, Ohio

fered. A Dealer Aid Folder 17" x 22", folding to approximately 8½" x 5½", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expenses upon presentation of invoice and proof of insertion and use. For more information—

Circle No. 271 on coupon, pg. 94

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a new chain display stand with long - leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Circle No. 272 on coupon, pg. 94

Gale Products, Dept. 517A, Galesburg, Ill., makes available to Buccaneer dealers a full merchandising kit, including dealer display and consumer brochures, on its eight 1957-model outboard motors. For more information—

Circle No. 273 on coupon, pg. 94

Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite Plated" bolts, nuts, and screws. For more information—

Circle No. 274 on coupon, pg. 94

Power Products Corp., Grafton, Wis., will supply dealers of its power mower engine with cartoons and other sales aids on request. For more information—

Circle No. 275 on coupon, pg. 94

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. 276 on coupon, pg. 94

Linen Thread Co., Inc., 418 Grand St., Paterson 1, N. J., offers dealers sample cards which will serve as sales aids for the company's seine twine. Attractively designed, the sample cards may be hung within customer view to dramatize the product. For more information—

Circle No. 277 on coupon, pg. 94

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter

Set New Sales Records

Fast turnover with the home repair product that fixes practically anything

Plastic Steel®

as easy to use as modeling clay

NEW HANDY HOME KIT $.98

also available in $1.89 and $3.95 retail packages.

FREE displays and sales aids available

*PLASTIC STEEL is the reg. trade mark for Devcon Corporation's metallic molding and filling compound.

ORDER FROM YOUR WHOLESALER OR WRITE

DEVCON CORPORATION

14 Endicott Street
Danvers, Mass.

displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays. For more information—

Circle No. 278 on coupon, pg. 94

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, $.90 per doz; 4 doz. No. 00, $.90 per doz.; 2 doz. No. 0, $1.20 per doz.; 2 doz. No. 1, $1.20 per doz.; 2 doz. No. 2, $1.20 per doz.; 1 doz. No. 3, $1.50 per doz.—list price is $16.00. For more information—

Circle No. 279 on coupon, pg. 94

Scott-Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1957. This material includes formats and ad builders; giant window streamers which feature the deluxe 40 HP Royal Scott motor; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; satin banners; dealer stationery; picture murals; miniature Scott-Atwater plastic motors; Scott-Atwater mobiles; giant corrugated banners; a new full color billboard; a one minute radio recording and a one minute TV film spot announcement. A giant color announcement display, a 5½′ illuminated display with animated letters featuring a three dimensional 40 HP motor, is one of the many signs and displays available. For more information—

Circle No. 280 on coupon, pg. 94

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and attractive displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, firmly mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Circle No. 281 on coupon, pg. 94

Geyer Manufacturing Co., Rock Falls, Ill., offers dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. 282 on coupon, pg. 94

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300′. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. 283 on coupon, pg. 94

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers a colorful display piece for counter, wall, or window, flashing the Mossberg story to customers; 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; a full scale, do-it-yourself Mossberg Gun Rack pattern with a retail value of 50 cents, available free, only five to a store; Retail Sales Manual for the

DISPLAY

and See

PROFITS

Walk In!

For there's an attractive, stable market for *Gold Medal* Cotton, Continuous Filament Nylon, and Nyak Seine Twines. They are famous among fishermen for everything they want in a seine twine: great strength, uniformity, easy workability. Attractive packaging for effective display... Nyak and Nylon twines in individual polyethylene bags.

COMING UP FAST!

NYAK Seine Twine offers all the big advantages of Nylon at a saving.

Order From Your Jobber

THE LINEN THREAD CO., INC.

418 GRAND STREET • PATERSON 12, N. J.

New York • Chicago • San Francisco

Boston • St. Louis • Baltimore • Gloucester

Makers of Quality Twines Since 1784

dealer and his sales staff. In addition, the company offers free electrotypes as well as radio and TV commercials. For more information—

Circle No. 284 on coupon, pg. 94

Moore Push-Pin Co., 113-25 Berkley St., Philadelphia 44, Pa., offers an attractive counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high, with a 9" diameter base. For more information—

Circle No. 285 on coupon, pg. 94

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Circle No. 286 on coupon, pg. 94

American Tackle and Equipment Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. 287 on coupon, pg. 94

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. 288 on coupon, pg. 94

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four - color, self - adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. 289 on coupon, pg. 94

Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers to dealers a consultant service, a library of 16mm sound-color films, and the services of fishing experts to set up in-store demonstrations and to present lectures. Merchandising aids include the Mitchell Counter Card, die-cut to hold Mitchell reel and one

spool of Platyl; the Abu Reflex Lure transparent window streamer; the Spin Casting Streamer, an in-store streamer illustrating six steps to successful spin casting; and the Mitchell Reel Streamer, available in large or small size, and featuring the Mitchell reel. For more information—

Circle No. 290 on coupon, pg. 94

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain nine of the Heavy Duty Slip Joint pliers — four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. 291 on coupon, pg. 94

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. 292 on coupon, pg. 94

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. 293 on coupon, pg. 94

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. 294 on coupon, pg. 94

The Moto-Mower Co., Richmond, Ind., offers to dealers a 50-50 co-op advertising plan (unlimited), in addition to a number of other sales helps. Each preferred dealer is sent a window display kit which includes window streamers, jumbo display cards, wall charts, authorized dealer decals, and consumer folders. A lawn care folder called "How We Built the Most Beautiful Lawn in Town" is made available to dealers as a give-away to persons who visit the store or as a direct mailing piece. Dealers are charged $2.00 per 100; $15.00 per 1,000. For more information—

Circle No. 295 on coupon, pg. 94

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a convenient postage paid return order card is available upon request. For more information—

Circle No. 296 on coupon, pg. 94

Style-Crafters, Inc., Greenville, S. C., is making available to dealers prepared newspaper mats and radio

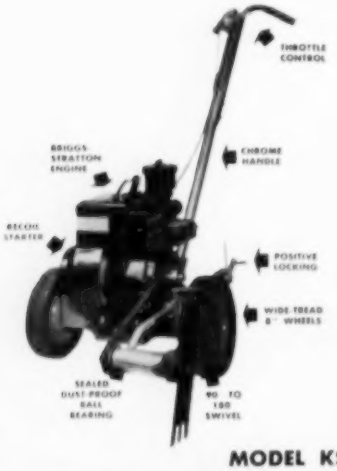
★ TRIM-ALL ★

"The Complete Line For the Professional or Home Gardener"

MODEL KS-958

. . . is 2 lawn units in one — it trims and it edges. Equipped with 2 HP two-cycle Clinton gasoline engine, 9" steel blade with easy clamp adjustment. Features pastel baked-on enamel finish.

$59.50 LIST



MODEL KS-858

. . . brings effortless operation because of tricycle arrangement of its 8" wheels for perfect balance and 1.6 HP Briggs-Stratton 4 cycle gasoline engine. Specially treated chassis has lifetime guarantee against damage.

$89.50 LIST

$53.50 LIST

MODEL KS-557

. . . has power to spare with its big 1/3 HP General Electric motor and 12" blade for cutting and trimming. Has dual 8" front and rear 4" wheels and chassis complete with baked enamel finish and chrome handles.

WRITE FOR COMPLETE INFORMATION

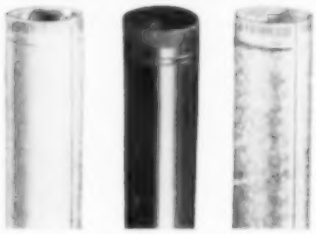
K & S Manufacturing Co.

P. O. Box 421

FORT WORTH 1, TEXAS

The complete, QUALITY LINE of

FOLLANSBEE STOVE PIPE



and accessories

[in blue, galvanized and chrome]

will fill all your customers' needs

Shipped in sturdy, corrugated cartons

See your jobber or write

Sheet Metal Specialty Division

FOLLANSBEE Steel Corporation
Box 567
Follansbee, West Virginia

spot announcements featuring Aqua-Float marine safety products especially suitable for fall and winter merchandising. For more information—
Circle No. 297 on coupon, pg. 94

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.) Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—
Circle No. 298 on coupon, pg. 94

Heineke & Co., Springfield, Ill., offers to Excello power mower dealers a special demonstrator model plan for obtaining at great saving, a Model 178-R with every six mowers purchased. Included with the demonstrator, at no extra cost, is a point-of-sale merchandising kit, including folders, window streamers and banners, wall posters, feature string tags, radio and TV spot announcements, and newspaper ad mats. For more information—
Circle No. 299 on coupon, pg. 94

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items —folders, leaflets and a new edition of Farmers and Ranchers Handbook —to tie-in with its 1957 advertising campaign in farm magazines. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—
Circle No. 300 on coupon, pg. 94

Swan Rubber Co., Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—
Circle No. 301 on coupon, pg. 94

Peterson Mfg. Co., Dept. SH-3, DeWitt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a $2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is $13.00, with retail price, $19.50. For more information—
Circle No. 302 on coupon, pg. 94

The Edwin H. Fitler Co., Philadelphia 24, Pa., offers several sales aids for dealers' use in merchandising

Set New Sales Records

Fast turnover with the home repair product that fixes practically anything

Plastic Steel®

as easy to use as modeling clay

NEW HANDY HOME KIT $.98

also available in $1.89 and $3.95 retail packages.

FREE displays and sales aids available

*PLASTIC STEEL is the reg. trade mark for Devcon Corporation's metallic molding and filling compound.

ORDER FROM YOUR WHOLESALER OR WRITE

DEVCON CORPORATION

14 Endicott Street
Danvers, Mass.

STOP . . . LOOK . . . LEARN!

about *Opal's* greatest profit builders . . . 4 new choose-your-size "rack-and-roll" deals

Now OPAL Insect Wire Screening adds new flexibility to its proved profit-building dispensing rack and screening deals. Now, you can select your type of rack and also the widths of screening most called for by your customers.

And look at the low, low prices! Better call your distributor before they go up . . . or mail coupon.

Deal No. 2A Space-saving single-sided Aluminum Rack (not shown) with five 100-ft. rolls of OPAL Aluminum Screening (1267 sq. ft.). Your choice: 26", 28", 30", 32", or 36" widths. Price $119.95* (Rack only—$39.95 f.o.b. Factory).

Deal No. 3A Double-sided Aluminum Rack with five 100-ft. rolls OPAL Aluminum Screening and five 100-ft. rolls OPAL Galvanized. Your choice above widths. Price $199.75* (Rack only—$52.95 f.o.b. Factory).

Deal No. 4A Double-sided rack with ten 100-ft. rolls OPAL Aluminum Screening. Your choice above widths. Price $222.75*.

Deal No. 5A Double-sided rack with ten 100-ft. rolls OPAL Galvanized Screening. Your choice above widths. Price $179.75*.

* Freight prepaid and allowed east of Rockies

Opal America's fastest-selling quality screening.

Use this coupon today!

Please have distributor in my territory contact me on

Rack Deal No. _____

COMPANY _____

STREET _____

CITY _____ STATE _____

NAME _____

Mail coupon to:

NEW YORK WIRE CLOTH CO.
York, Pennsylvania

Fitler products. (1) Octagonal Display and Dispenser Boxes 3/16" dia. up to and including ¾" dia. sizes. Manila and Sisal Rope. (2) Wire Rope Display Racks requiring 20" x 30" floor space to display and dispense four sizes of rope — only a small charge made for this display rack when ordered with 300 lbs. or more of rope. (3) Counter Display Boxes containing 100 ft. Connected coils Fitler Manila and Fitler Sisal Rope in ¼", 5/16", ⅜", and ½" dia. sizes. (4) Rope Merchandiser that handles seven sizes of rope — displays, measures and cuts rope to desired lengths. Small charge made for this merchandiser, shipped freight prepaid. (5) Display Box containing 50 ft. connected coils of either ¼", 5/16", ¾", dia. sizes and 25 ft. connected coils ½" dia. size. Fitler "Stabilized" Filament Nylon Yacht Rope. (6) Display Boxes containing Fitler high tenacity yellow polyethylene or Fitler Manila Water Ski Tow Ropes — six boxes to a master shipping carton. To all dealers handling Fitler Brand Manila Rope, Fitler will furnish, on request a blue and yellow metal sign for counter or wall use. For more information—

Circle No. 303 on coupon, pg. 94

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master power mowers. Display material includes a jumbo size product identification tag to hang on the mower handle. A window display banner, 2 color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one-, two-, and three-column sizes. For more information—

Circle No. 304 on coupon, pg. 94

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special lineman's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, and 12 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Crescent also has display cards available at no cost. For more information—

Circle No. 305 on coupon, pg. 94

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-58 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. 306 on coupon, pg. 94

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. 307 on coupon, pg. 94

Swisher Mower and Machine Co., Warrensburg, Mo., offers to dealers catalog sheets describing its entire line of self-propelled and hand-propelled rotary mowers. Also envelope stuffers, newspaper mats, radio scripts, giant window or wall banner, and other point-of-sale materials are available. For more information—

Circle No. 308 on coupon, pg. 94

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Circle No. 309 on coupon, pg. 94

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for Redi-Pak nylon packages, loose hooks, flies, fly lines and other tackle items. The No. RR12 revolving rack displays one gross of Redi-Pak nylon coils. Nos. R144 and RR146 are also revolving racks; each holds one gross of plastic boxes with hinged covers and is designed to display loose hooks or eyed flies. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantity of hooks or flies. In addition, there is the new No. RR11 "in-between" size in multiple-tier revolving racks designed to hold Weber display panels. This unit consists of two individual racks which revolve independently; it holds six narrow and five wide display panels. A number of new display

boards, boxes, and other packages are also available for 1957. For more information—

Circle No. 310 on coupon, pg. 94

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five V-crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. For more information—

Circle No. 311 on coupon, pg. 94

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. 312 on coupon, pg. 94

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. 313 on coupon, pg. 94

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on 18", 19", and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower

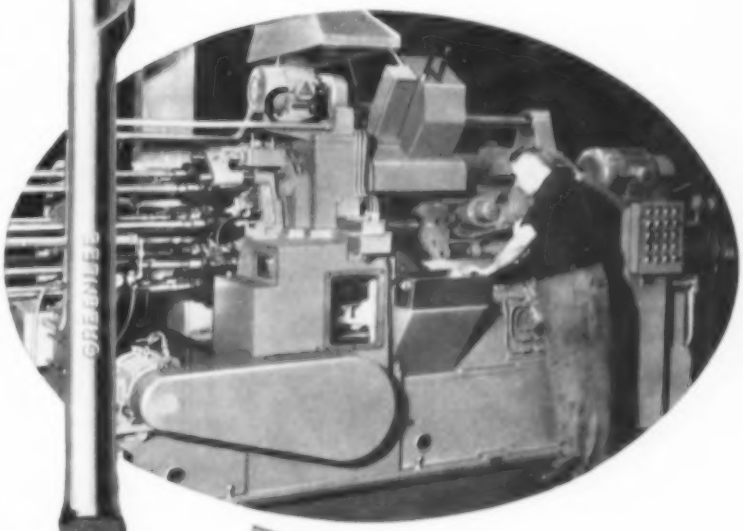
another reason why you profit from

ASSURED QUALITY

Greenlee Tools for Craftsmen

Your customers who *really* know tools can instantly see the extra quality, *extra value* they get in a Greenlee 22 Solid-Center Auger Bit. And when they put these fine bits to work, they experience even finer performance than they expected, for *all* Greenlee 22 Solid-Center Auger Bits are of uniform high quality. In the manufacture of these bits, all cutting parts, point, throat, and twist are *automatically milled* on a battery of precision machines. Cutting edges are true . . . screw points are accurately hobbed . . . squares are perfect . . . the cold-formed shanks never vary. Here's example again of the *assured quality* you and your customers get from GREENLEE—to help build and keep bringing back more profitable business for your hand-tool department. Ask your wholesaler about GREENLEE tools, or write for catalog.

Automatically producing Greenlee 22 Solid-Center Auger Bits on a special Greenlee bit-making machine for assured uniformity and quality.



FREE . . . HAND-TOOL PROFIT CHART. Quickly converts cost per dozen of various items into unit cost. Gives profit percentages on selling prices and on costs, to help you rapidly figure your markups. Tells your profit story in seconds. Free to hardware and building supply dealers . . . send request on your letterhead.

GREENLEE

GREENLEE TOOL CO.

1832 Herbert Ave., Rockford, Ill.

Auger Bits • Electric Drill Bits • Chisels and Gouges
Expansive Bits • Drawknives • Other fine tools

The
Modern MTD Co. Line
is the Top Quality Line

Nothing sells like quality. This is the big reason why it is easier to sell the Modern Line.

Top quality features such as rugged, all-steel construction, precision design, durable automotive finish and wide selection of capacities make the Modern Line the sell-on-sight line.

Ask for the full story today . . . get ready for profits tomorrow.

modern
tool & die co.
5389 W. 130th St. Cleveland 11, Ohio

newspaper advertising when using its standard ad mats. For more information—

Circle No. 314 on coupon, pg. 94

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. 315 on coupon, pg. 94

Republic Steel Corp., 3224 East 45th St., Cleveland 27, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheet, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Circle No. 316 on coupon, pg. 94

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. 317 on coupon, pg. 94

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's De-Liars. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—

Circle No. 318 on coupon, pg. 94

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic position as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. 319 on coupon, pg. 94

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchaindiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Circle No. 320 on coupon, pg. 94

Zebco Co., 1131 East Easton St., Tulsa 1, Okla., offers to dealers a folder containing Goodstix window display, a counter display card, window streamers and envelope stuffers announcing Zebco's new Feather-touch Control now available on Models 33 and 44. For more information—

Circle No. 321 on coupon, pg. 94

Wooster Rubber Co., Wooster, Ohio, offers dealers a free dispensing unit for its new shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the new product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Circle No. 322 on coupon, pg. 94

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color, leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Circle No. 323 on coupon, pg. 94

Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif., furnishes a wire display rack, 10½" x 14", with an initial, balanced assortment of Rain Jet Sprinklers. Each sprinkler and head is packaged individually in color-coded cartons; $63.90 list price, 33⅓ percent off to dealer. An initial order includes a set of price lists and specification sheets; a supply of envelope stuffers is included with each shipment. For more information—

Circle No. 324 on coupon, pg. 94

Ta-pat-co

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS

For every work horse and mule.
"The pad with the rust-proof red hooks"

Ta-pat-co

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS

For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO HORSE COLLAR PADS SINCE 1881

MIXES IN COLD WATER!

CONSUMERS PATCHING PLASTER

• • • for cracks, holes and general repair

Famous for QUICK SALES because it...

1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

• Available in 1, 2½ and 5 lb. cartons; 2, 5, 10, 15 and 50 lb. paper bags; 100 and 300 lb. drums.

ORDER FROM YOUR WHOLESALER

OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8½" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 22" x 11" window streamer on Lawn Sprayer; 22" x 11" window streamer on 2-in-1 Spreader-Cart; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Circle No. 325 on coupon, pg. 94

Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa, offers to dealers a number of catalogs and display packages covering its line of pumps. It also offers dealers a 3-color metal identification sign free with an order of three power pumps at one time. Other sales helps available include 12" x 17" trademark decals, small size decals, and news mats on all of the company's products. For more information—

Circle No. 326 on coupon, pg. 94

Moe Light Division of Thomas Industries, Inc., Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—

Circle No. 327 on coupon, pg. 94

American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass., provides dealers with a group of advertising mats for Biltrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially easled to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Circle No. 328 on coupon, pg. 94

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sellopaked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20

Set New Sales Records

Fast turnover with the home repair product that fixes practically anything

Plastic Steel®

as easy to use as modeling clay

NEW HANDY HOME KIT $.98

also available in $1.89 and $3.95 retail packages.

FREE displays and sales aids available

*PLASTIC STEEL is the reg. trade mark for Devcon Corporation's metallic molding and filling compound.

ORDER FROM YOUR WHOLESALER OR WRITE

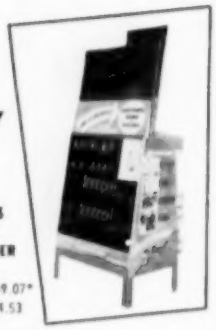
DEVCON CORPORATION

14 Endicott Street
Danvers, Mass.

"DO-IT-YOURSELF"
Perforated Board Fixtures
Sell themselves

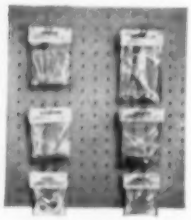
when you display them

IN
TURNBUCKLES FLOOR MERCHANDISER
Unit K-1:
Your Cost —$69.07*
Your Profit—$34.53



IN
TURNBUCKLES COUNTER MERCHANDISER
Unit K-2:
Your Cost —$19.92*
Your Profit—$13.28

OR
PACKAGED IN SELF-SERVICE BAGS



A complete line of over 85 fixtures also available from open stock.

* Prices slightly higher west of Rockies.

ORDER FROM YOUR WHOLESALER

Turnbuckles
TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA
FACTORY: GRAND BEACH, MICHIGAN

"One good turn (buckle) deserves another"

bit assortment of the Irwin Sellopaked Speedbor "88" Wood Bits for electric drills, two each of even sizes and one each of odd sizes ¼" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Circle No. 329 on coupon, pg. 94

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. For more information—

Circle No. 330 on coupon, pg. 94

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3¼-inch x 6¼-inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—

Circle No. 331 on coupon, pg. 94

Moto-Mower Appoints New Distributors

THE APPOINTMENT of new distributors for Moto-Mower is announced by Joseph Louda, sales manager of the Moto-Mower Division of Detroit Harvester Co. in Richmond, Ind.

The appointments include the Mississippi Wholesale Furniture Co., Jackson, Miss.; Thoben Elrod Co., Atlanta, Ga.; Townley Metal and Harvester Co., Kansas City, Mo.; and the Tyrrell Hardware Co., Beaumont, Tex.

◆

Veteran Sales Manager of Cooper Company Dies

RALPH SCHMIDT, for many years sales manager for the Cooper Manufacturing Co., Marshalltown, Iowa, passed away on July 5. He was well known in the hardware, farm equipment and garden supply fields.

Ideas in Action

(Continued from page 33)

standingly successful store displays being used in super markets, drug stores and other retail outlets than hardware that do demonstrate principles of successful sales ideas worthy of emulation in the hardware field. Several of these successful display ideas are illustrated by photographs of the actual displays:

The NWDA "Plus Sales" Campaign. "When you get, don't forget." The arm-swinging drug clerk in white smock, powered by an inexpensive motor using two ordinary flashlight batteries, is duplicated in shelf talkers, counter wire "wobblers" and other related pieces for window, counter, shelves. The "motion" of the swinging arms itself is a great store traffic builder in a store window. "Motion," tests have shown over a period of years, gets 7 times as much attention as a still or non-motion display.

Attracts Women

Texolite Paint multi-plane window display. This is a display that may be seen in hardware stores that do volume selling of Texolite paints. But there is an aspect of this particular display that merits pointing out. It is what is termed a "High Fashion" display. The larger than life illustration of the lovely model with a collection of rushes in her hand is a "high fashion" subject pure and simple. As such it gets far more than ordinary viewing from any woman passing any store window. It tends to identify a woman with a home painting project. Similar treatment of items sold in hardware stores would have correspondingly effectice promotional impact: a woman with a power mower; a woman and other gardening supplies; a woman and household utensils, etc.

As a final thought please consider that we live and function in a highly competitive world where everyone — manufacturer, wholesaler, retailer and customer — is striving for something better. I have attempted to express a number of thoughts and ideas that have been eminently successful for others, in widely varied fields. There is no reason why all, or most, should not be similarly successful for everyone concerned with ultimate hardware sales at the retail level where consumer buying decisions are made.

ARE YOU GOING TO MISS SOMETHING?

Don't pass up the opportunity to get free information about the new products, sales aids, catalogs and bulletins listed in the current issue of SOUTHERN HARDWARE.

Use the card at the bottom of the page to indicate the items in which you are interested. Here's how to do it:

1. **Tear out the card along the dotted lines.**
2. **Turn through the pages of this issue with the card in front of you.**
3. **Note the key number of each editorial item that has special interest for you.**
4. **Find the corresponding number on the card and put a circle around it.**
5. **Note each advertisement of special interest to you and when you desire more information, just write in the advertiser's name in the space provided on the card.**
6. **Put your name and address on the card in the space provided.**
7. **Drop the card in the mail . . . you do not need to put a stamp on it . . . . SOUTHERN HARDWARE will pay the postage.**

You don't have to do anything more! When we receive your card, we will pass your name along to the various companies supplying the information you want. Then, in a few days they will send you the appropriate information. It's just as easy as that and SOUTHERN HARDWARE is glad to have the opportunity to serve you.

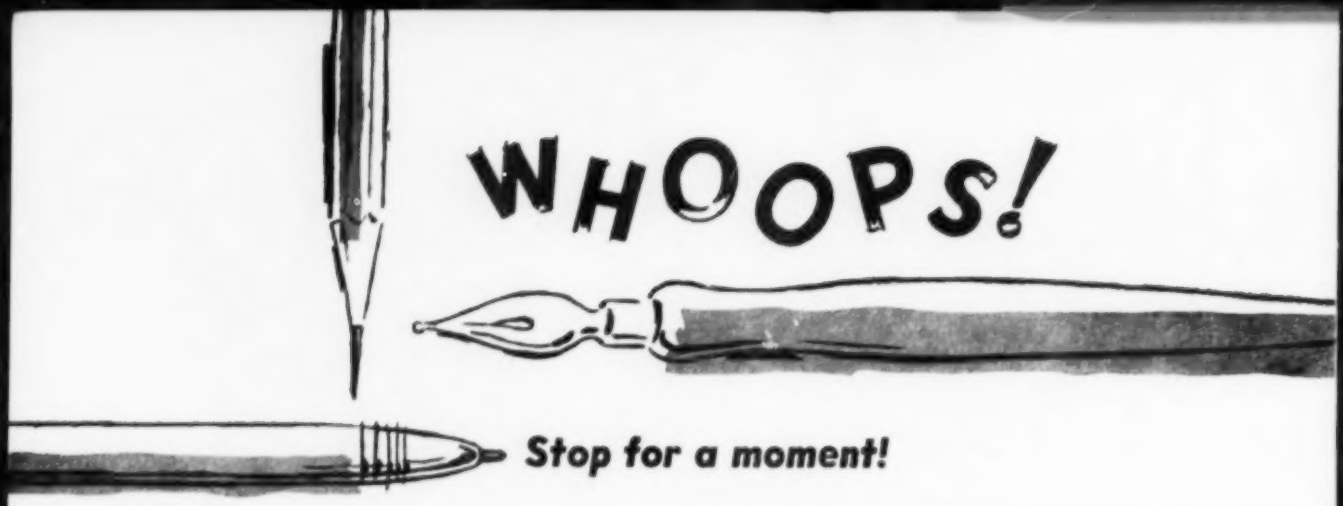
Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE
806 Peachtree St., N. E.
Atlanta 8, Ga.



Stop for a moment!

Don't miss something FREE!

New Products . . .

Sales Aids . . .

Catalogs & Bulletins . . .

Advertisements . . .

. . . are just around the corner.

See what's in it for you!

Please send me more information on these sales aids: 12/57

1	21	41	61	81	101	121	141	161	181	201	221	241	261	281	301	321
2	22	42	62	82	102	122	142	162	182	202	222	242	262	282	302	322
3	23	43	63	83	103	123	143	163	183	203	223	243	263	283	303	323
4	24	44	64	84	104	124	144	164	184	204	224	244	264	284	304	324
5	25	45	65	85	105	125	145	165	185	205	225	245	265	285	305	325
6	26	46	66	86	106	126	146	166	186	206	226	246	266	286	306	326
7	27	47	67	87	107	127	147	167	187	207	227	247	267	287	307	327
8	28	48	68	88	108	128	148	168	188	208	228	248	268	288	308	328
9	29	49	69	89	109	129	149	169	189	209	229	249	269	289	309	329
10	30	50	70	90	110	130	150	170	190	210	230	250	270	290	310	330
11	31	51	71	91	111	131	151	171	191	211	231	251	271	291	311	331
12	32	52	72	92	112	132	152	172	192	212	232	252	272	292	312	
13	33	53	73	93	113	133	153	173	193	213	233	253	273	293	313	
14	34	54	74	94	114	134	154	174	194	214	234	254	274	294	314	
15	35	55	75	95	115	135	155	175	195	215	235	255	275	295	315	
16	36	56	76	96	116	136	156	176	196	216	236	256	276	296	316	
17	37	57	77	97	117	137	157	177	197	217	237	257	277	297	317	
18	38	58	78	98	118	138	158	178	198	218	238	258	278	298	318	
19	39	59	79	99	119	139	159	179	199	219	239	259	279	299	319	
20	40	60	80	100	120	140	160	180	200	220	240	260	280	300	320	

Please send me these catalogs and bulletins:

A1	A6	A11	A16	A21	A26	A31	A36	A41	A46	A51	A56	A61	A66
A2	A7	A12	A17	A22	A27	A32	A37	A42	A47	A52	A57	A62	A67
A3	A8	A13	A18	A23	A28	A33	A38	A43	A48	A53	A58	A63	
A4	A9	A14	A19	A24	A29	A34	A39	A44	A49	A54	A59	A64	
A5	A10	A15	A20	A25	A30	A35	A40	A45	A50	A55	A60	A65	

Please send me more information on these new products:

632 633 634 635 636 637 638 639 640 641

My Name ..... *Position* .....

Company Name .....

Street .....

City ..... *Zone* ..... *State* .....

CATALOGS & BULLETINS

Available free to readers. Circle the numbers of items wanted on the return post card, page 94

Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use while descriptive information further gives the sales story. Mann Edge Tool Co., Lewistown, Pa.

Circle No. A1 on coupon, pg. 94

Industrial Doors. A 12-page Industrial Door Catalog No. A-97 features comprehensive technical data and illustrations on the R-W "SupeR-Way" steel frame doors; industrial channel frame door; galvanized sheet steel covered doors; corrugated sheet metal doors; "Sta-Rite" wood doors; steel plate doors; vertical lift doors, and craneway doors. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog also. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

Circle No. A2 on coupon, pg. 94

Specialty Nails. A catalog containing a wealth of information about specialty nails is available. Profusely illustrated with scale drawings of the nails, the catalog serves as a reference book for both salesmen and customers. It contains complete nail specifications. Handy charts give vital data about the sizes and quantities of nails to use for various applications. Each nail is identified by stock number and is priced from a separate list. W. H. Maze Co., Peru, Ill.

Circle No. A3 on coupon, pg. 94

Wood and Sheet Metal Screws. Every master carton of Southern wood screws and sheet metal screws now contains Folder TC-4, "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws." Folder TC-4 gives complete instructions for measuring length and diameter, head styles available, pilot hole sizes, drill bit sizes, etc. Supplies of the folders are available to wholesalers and dealers handling Southern screws; they are requested to use company letterhead in writing. Dealers are requested to give name of their wholesaler. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

Circle No. A4 on coupon, pg. 94

Tools and Machines. More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Included in the 8½ x 11 inch, 80-page, two-color catalog are tools for painters, glaziers, and woodworkers. Also described are the company's lines of floor and paint conditioning machines including the FP-33 twin brush floor polisher and the Number 30 paint conditioner. Descriptions and photos of several tools recently added to the firm's line are included, as well as photos of available merchandising aids, and illustrated hints on the use of many of the tools. Red Devil Tools, Box 355, Union, N. J.

Circle No. A5 on coupon, pg. 94

Fishing Rods and Reels. Available on request is a 28-page illustrated price list which describes the company's reels, rods, lines, and miscellaneous items for the 1958 selling season. Included in the buying guide is a specially-printed middle spread, showing the new bronze color and styling which the company is introducing into its rod and reel line-up. There are seven new bronze-finished reels shown, one of which is a new push-button model, four are spinning reels, and there is also a direct drive-bait casting reel and an automatic reel for fly fishing. Shakespeare Co., Kalamazoo, Mich.

Circle No. A6 on coupon, pg. 94

Masonry Drill. A two-color brochure which pictures and describes the company's solid-body- and core-style concrete drills is available. Complete drill prices and specifications are included. Termite Drills, Inc., 99 N. Lotus Ave., Pasadena, Calif.

Circle No. A7 on coupon, pg. 94

Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including new Power-Tapes with controlled speed blade return, is available on request. Description of its Thin-Tape, the first tape with a ¼" blade having an inside-outside measuring case, also is included. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

Circle No. A8 on coupon, pg. 94

Fishing Accessories. The full range of the company's casting, surf-squidding, and monofilament fishing lines and related equipment—43 types, in all—is described in a compact catalog, illustrated in color. Each line type appears in a separate, quickly-located section. New packaging developments are detailed, and a convenient list of the company's nation-wide structure of representatives is also included. Sunset Mills, Florence, Ala., and Petaluma, Calif.

Circle No. A9 on coupon, pg. 94

Hack Saw Frame. An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

Circle No. A10 on coupon, pg. 94

Life Saving Line. A full color catalog offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

Circle No. A11 on coupon, pg. 94

Hand-Tool Equipment. Auger and electric drill bits, chisels and gouges, drawknives, and other hand-tools are pictured and described in a catalog available from the manufacturer. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Circle No. A12 on coupon, pg. 94

Farm and Garden Tools. The complete line of farm and garden tools

(Continued on page 96)

CATALOGS & BULLETINS

(Continued from page 95)

available from the company is fully illustrated and described in an attractive catalog. Geyer Manufacturing Co., Rock Falls, Ill.
Circle No. A13 on coupon, pg. 94

Industrial Tool Line. The company's 100 years of tool production is dramatized in catalog No. 100 which contains illustrations and description of its wide range of pliers, grips, climbers, belts, and safety straps needed by linemen, electricians, and industry. A new feature is a section providing dimensions of each plier—length of handle, of cutting knives, width of head, size of point, etc. Mathias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill.
Circle No. A14 on coupon, pg. 94

Gas Circulator Heaters. A catalog which fully describes the company's complete line of gas circulator heaters may be had on request. Chattanooga Royal Co., Chattanooga 6, Tenn.
Circle No. A15 on coupon, pg. 94

Vertical Jet Pumps. Covered in an up-to-date catalog from the company is a complete descriptive listing of vertical single — and two-stage jet pumps, in addition to freshwater, shallow well, and convertible all-purpose pumps. Rapidayton Division, The Tait Manufacturing Co., Dayton 1, Ohio.
Circle No. A16 on coupon, pg. 94

Outboard Motors. An attractive, four-color brochure is available which illustrates and describes the complete line of Buccaneer outboard motors offered by the company. Gale Products, Dept. 517A, Galesburg, Ill.
Circle No. A17 on coupon, pg. 94

Firearms. An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope sights, and Covey hand trap. It includes information on the company's two newest models — the No. 140B 22 cal. combination sporter-target rifle and the No. 173 single shot, 410 gauge, top-loading shotgun priced to retail at $24.95. Catalog is in color. O. F. Mossberg & Sons, Inc., New Haven, Conn.
Circle No. A18 on coupon, pg. 94

Fishing Annual. The entire line of Garcia tackle — reels, rods, lines, lures, balanced kits, and accessories—plus informative stories and how-to-do-it articles on fishing, is contained in a catalog which is available free in limited quantities to dealers. Garcia Corp., 268 Fourth Ave., New York 10, N. Y.
Circle No. A19 on coupon, pg. 94

Gas Heaters. An 8-page full color catalog showing the complete line of Warm Morning vented gas heaters, as well as descriptive literature on the unvented models, is available. Special features of the heaters are described in detail. Locke Stove Co., 114 West 11th St., Kansas City 5, Mo.
Circle No. A20 on coupon, pg. 94

Clothes Pins. Color catalog pages can be furnished in either 8½ x 11 or 11 x 11 size which describe and illustrate Holdfast clothes pins. Envelope stuffers — printed in red, white, and blue — are also available. The Demeritt Co., Waterbury, Vt.
Circle No. A21 on coupon, pg. 94

Fishing Guides. A series of five fishing booklets is available, each of which is a guide to help the angler with the assembly of his Shakespeare tackle and which gives "how to" information on a particular kind of fishing. Ben Hardesty has edited the 24-page, 2-color bait casting booklet; Henry Shakespeare, the 24-page spinning booklet; and Vern "Gadabout" Gaddis helps the fly fishermen in his 16-page booklet. Another 16-page booklet gives complete details on Shakespeare tackle for salt water and angling and a fifth booklet tells about Shakespeare "Push-Button" fishing. The Shakespeare Co., Kalamazoo, Mich.
Circle No. A22 on coupon, pg. 94

Horse Drawn Implements. The King line of horse drawn implements is contained in its catalog Price List No. 756. The implements are illustrated. The catalog also contains several pages of price listings and diagrams of repair parts. King Plow Co., Atlanta, Ga.
Circle No. A23 on coupon, pg. 94

Aluminum Furniture. The Delighter 4-color catalog featuring the 1957 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.
Circle No. A24 on coupon, pg. 94

Aluminum Reflective Insulation. A 4-page, 8½ x 11-inch, 3-color brochure has been issued to describe the advantages of Reynolds Aluminum Reflective Insulation — paper covered with aluminum foil on one side (Type B) or both sides (Type C). Application instructions are included in the brochure plus facts concerning the economy of the product and where it can be used best. Request Form BP 315 F. Reynolds Metals Co., 2500 So. Third St., Louisville, Ky.
Circle No. A25 on coupon, pg. 94

Chains. A catalog sheet, in color, which describes the advantages of "Measure-Mark" chain, is available. The chain is marked every five feet for exact measurement and is color-coded for instant identification of chain grade. The catalog sheet illustrates the different type chains and spotlights the color marking. Detailed information and specification charts are given also. Campbell Chain Co., York, Pa.
Circle No. A26 on coupon, pg. 94

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.
Circle No. A27 on coupon, pg. 94

Industrial Fasteners. A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.
Circle No. A28 on coupon, pg. 94

Woodenware. Woodenware items such as bowls, trays, forks, spoons, mauls, etc., are described and illustrated in a catalog available to dealers. The cover page carries a listing of the special lines which include Oblong Trays, Early American, Supreme Finish, Liquid Proof, Sealtite, Old Colonial-Walnut Finish, Paraffined (Waxed) Hardwood, and Caesar Finish lines. A brief description is given of each. J. Shepherd Parrish Co., 201 N. Wells St., Chicago 6, Ill.
Circle No. A29 on coupon, pg. 94

Oilers and Cans. A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.
Circle No. A30 on coupon, pg. 94

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.
Circle No. A31 on coupon, pg. 94

Insect Wire Screening. A revised edition of the brochure "Selling Insect Wire Screening at Retail" is available. The growth and importance

(Continued on page 97)

of aluminum insect wire screening, which was not a commercially standard item when the earlier editions were printed, is emphasized in the revised text. Insect Wire Screening Bureau, 75 West St., New York 6, N. Y.

Circle No. A32 on coupon, pg. 94

Clamps. Much text material on selection, care and use of Jorgensen and Pony Clamps in addition to regular catalog material appears in a 32-page catalog. The catalog is in color and covers "C" clamps, clamp fixtures, bar clamps, handscrews, press screws, etc. Condensed catalogs and pages for house and salesmen's use are also available. Adjustable Clamp Co., 437 No. Ashland Ave., Chicago 22, Ill.

Circle No. A33 on coupon, pg. 94

Marine and Outdoor Products. Complete information and detailed illustrations on the 1957 line of Tapatco outdoor products are shown in an 8½" x 11" full-color folder. Marine safety products are featured in a six-page folder containing complete descriptive material. Illustrations are in full, natural color and pertinent facts such as size, style, colors, shipping weights, etc., are listed. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Circle No. A34 on coupon, pg. 94

Fastener Wall Chart. An indexed price list of standard bolts, screws and nuts made up into a 7 x 11 illustrated wall chart for dealers is available. Price lists for each type are shown individually on succeeding pages of the 10-page chart. Pages are cut so that a drawing and label for each type appear as the cover and tab index of the wall chart. The user opens the chart to find a table of R B & W's list prices and a corresponding table on which the dealer enters retail prices. Russell, Burdsall & Ward Bolt and Nut Co., Port Chester, N. Y.

Circle No. A35 on coupon, pg. 94

Toys. A full-color catalog insert now available features the leading items in the company's newly-styled line of doll carriages, strollers, and children's furniture. The items are illustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also available is the toy firm's complete 16-page, three-color catalog featuring the full line of 18 doll carriages, 10 strollers, seven table and chair sets, six rockers, and three toy chests. South Bend Toy Manufacturing Co., South Bend, Ind.

Circle No. A36 on coupon, pg. 94

Home and Garden Equipment. Six catalog pages, available separately or complete in manila file folder, describe the complete Jackson line. The sheets feature Ace barrow on front,

HERE'S WHY *This Woman* is IMPORTANT to *You*

She's the "little woman" who putters around in her garden and insists that her dahlias, asters, marigolds and other flowers be protected by a fencing that's strong, attractive and so light that she can put it up herself. She'll buy from *you* — or see to it that her husband does — if you offer G&B Gard-N-Beauty Flower Border, the fencing with the smaller mesh that affords greater protection and is almost *invisible*.

This woman — like her husband — is interested in cost as well as quality; another reason why she'll want the fencing that COSTS ONE-THIRD LESS THAN OLD-STYLE FENCING! She's a prospect for the other garden supply items you sell, too!

The ladies can put it up themselves • Supplied with 14 slip-in stakes • Is galvanized after welding for rust resistance, longer life • Has smaller mesh for better appearance, greater protection • COSTS 1/3 LESS.

50 Ft. Roll • Mesh — 2" x 2⅝" • Gauge — No. 16 • Width — 18" • Supplied with 14 Stakes

Write for free posters and newspaper mats that will help you sell Flower Border and other low-cost, profitable items in the complete G&B line: Welded Fence; Perma-Gard; Perma-Netting; Hex Netting; Hardware Cloth and Wire Insect Screening.

OUR 140th YEAR SERVING HOME AND INDUSTRY · SINCE 1818 · WIRE PRODUCTS G&B QUALITY

GILBERT & BENNETT
GEORGETOWN 1, CONNECTICUT
BLUE ISLAND, ILLINOIS

Jax barrows on back; Lawn Sprayer, stakes, and lawn edger; Imp barrow, garden barrows; lawn rollers, Jumbo barrow; lawn and garden carts, 2-in-1 Spreader-Cart; and lawn spreaders and commercial distributors. Jackson Manufacturing Co., Harrisburg, Pa.

Circle No. A37 on coupon, pg. 94

Sanding Kit. For insertion in standard binders, a catalog sheet is offered which describes and illustrates the Model 700K complete electric powered Sanding Kit. The sheet is in color and shows all the features of the kit, which retails for $16.95. The kit includes the sander and polisher, in a metal case; a supply of sandpaper; and a polishing cloth. Weller Electric Corp., Easton, Pa.

Circle No. A38 on coupon, pg. 94

Pumps. A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and piston-type pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

Circle No. A39 on coupon, pg. 94

Screw Anchors. Separate catalog sheets in two colors describe and illustrate Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

Circle No. A40 on coupon, pg. 94

Buying Guide. A four-page guide to better buying contains a complete stock list of materials that are available from all Reynolds Aluminum Supply Co. warehouses. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Circle No. A41 on coupon, pg. 94

Long Reach Pliers. A descriptive catalog which includes illustrations of two new long-reach pliers, the DB58 and NN58, may be obtained on request from the manufacturer. Diamond Calk Horseshoe Co., Duluth, Minn.

Circle No. A42 on coupon, pg. 94

Window Glass. A 12-page catalog entitled "Sales Aids for 1956-57" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

Circle No. A43 on coupon, pg. 94

Padlocks. Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly designed super security padlocks which have an extra short shackle clearance of only ½-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bike-lock display boards. Master Lock Co., Milwaukee 45, Wis.

Circle No. A44 on coupon, pg. 94

Sprinklers. An initial order by dealers for Rain Jet Sprinklers includes a set of price lists and specification sheets for coverage planning and installation information. Each shipment also includes a supply of envelope stuffers. Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif.

Circle No. A45 on coupon, pg. 94

Farmers and Ranchers Handbook. Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing, and siding receive special coverage with numerous illustrations, application helps, specification

A SALE IS IN THE MAKING

CHANNELLOCK No. 420

Every time one of your customers "hefts" a CHANNELLOCK No. 420, a sale is in the making. He'll like its pipe-wrench grip... its obvious all 'round usefulness. And the odds are he'll tell you to wrap it up. Hundreds of thousands of hardware store customers do just that every year.

Cash in on Channellock's growing sales. Put these handy pliers out front where your customers can eye 'em and buy 'em. You'll like the extra profits. Let us send you our new catalog.

CHAMPION DeARMENT TOOL COMPANY
MEADVILLE, PENNSYLVANIA

For information on NEW PRODUCTS See page 106

BOOST YOUR SALES WITH RUGGED ROBERT BRAND®

Serviceability
Saleability
Dependability

A Growing Family of Quality Products

Here's a fast-growing family of first quality products . . . fast becoming first in customer preference throughout the country.

Because every RUGGED ROBERT product is made of the finest materials available under the most exacting specifications, you can offer your customer the high quality he expects . . . at a price he likes!

Let *fast-selling* RUGGED ROBERT help you boost your sales *now!* Order our complete line of *customer-pleasing* products *today!*

RUGGED ROBERT BRAND

Broom Rake

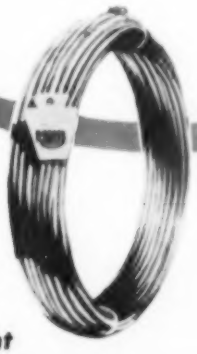
- Special patented* cover plate and socket lock all parts for life—rake can't come apart or lose shape.
- Unconditionally guaranteed for 2 years—date of manufacture on every rake.
- Workmanship upholds high standard of Rugged Robert name—brings repeat orders everywhere.

*No. 2,632,992

RUGGED ROBERT BRAND

Antenna Guy Wire

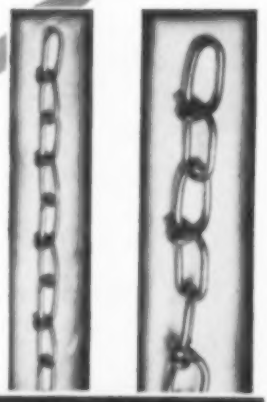
- Non-kink and non-snarl pliable wire
- In 1,000 ft. lengths of 50 ft. hanks



RUGGED ROBERT BRAND

Clothesline

- Solid or twisted
- Soft, heavily galvanized wire



RUGGED ROBERT BRAND

Swing and Well Chain

- No. 2 0—250 ft. to a box or 175 ft. spools
- No. 3—200 ft. to a box or on metal spools

The Line That Sells on Sight

WIRE PRODUCTS COMPANY

2701 NORTH 24th STREET, BIRMINGHAM, ALABAMA

Member: American Hardware Manufacturers Association

RUGGED ROBERT BRAND®

Our 21st year of furnishing products to the wholesale trade

It will pay you to take a fresh LOOK at FASCO

You will find it pays in more ways than one to take another look at Fasco. You'll see a complete line of ventilating fans all with smart, "no-rust" aluminum grilles. You'll see ventilating fans that cut installation costs . . . the slimmest ventilating fan on the market . . . and a host of other features in this value-packed line designed and priced to reduce your costs.

So take a fresh look at all the fresh new Fasco features . . . they will convince you Fasco ventilating fans are your best buy today!

FASCO INDUSTRIES, INCORPORATED
126 Augusta Street • Rochester 2, New York

Fill in coupon below.
Use page margin.

There's a fresh look at FASCO

Please send me full information on the Ventilators and new power Range Hoods

▼NAME and ADDRESS ▼CITY and STATE SH-1257

charts, and "how to" instructions. General information on care of animals, tips on electricity, fish ponds, etc., the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

Circle No. A46 on coupon, pg. 94

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Circle No. A47 on coupon, pg. 94

Hardware Chain. A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-A, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Circle No. A48 on coupon, pg. 94

Tapes and Tape Rules. Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Circle No. A49 on coupon, pg. 94

Fishing Tackle. A 48-page book, largely in color, illustrates South Bend's 1957 line of rods, reels, lines, and lures. Special numbers featured are 12 SpinCast model rods as well as several solid glass spinning rods; a series of general purpose two-handed spinning rods which head the salt water hollow glass items along with the four new Salmon and Steelhead rods; a "Saber-Glass" series of trolling rods; the thumb-controlled SpinCast 77 reel; the "Banshee" floating fly line and the "Commando" casting-trolling line. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Circle No. A50 on coupon, pg. 94

Pre-Measured Chain. A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue

on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is reattachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Hodell Chain Co., Cleveland 3, Ohio.

Circle No. A51 on coupon, pg. 94

Fishing Reels. A four-color brochure, picturing and describing the 1957 line of Langley spinning and casting reels, is offered to the trade. No price increases are noted among spinning reels, which range from $17.95 to $37.95. The Model 505 Langley Shorty casting reel with narrow spool, shell-shaped housing and natural alumanite finish, is back in production and retails at $7.95. The Fisherman's DeLiar now is manufactured only in green crackle finish —Model 208 retailing at $2.00; Model 228 at $2.50. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

Circle No. A52 on coupon, pg. 94

Project Book. Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blueprinted thoroughly on a self-contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing the use of its own glue product, Rogers Glue. Rogers Isinglass & Glue Co., Gloucester, Mass.

Circle No. A53 on coupon, pg. 94

Deming Sales Aids. An 8-page, 4-color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blotters; window cards and streamers; satin banners; clocks; tacker; bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Circle No. A54 on coupon, pg. 94

Cleaning Supplies. "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co., Frederick, Md.

Circle No. A55 on coupon, pg. 94

Sprayers and Dusters. Available on request is a catalog covering the

Make sure you have the New Slim Trim LOOK of FASCO

Here are fans with all the glamour and sparkle of today's square, slim modern look. Smart decorator colors of mocha brown . . . off-white high impact resistant plastic diffuser grille . . . gleaming gold instrument panel make the deluxe fan a sure sales winner. All other models are equally as modern with the slim trim look. Just seven Fasco models are all you need to give a complete selection to your customers. There's a fresh look all about Fasco — new line — new prices — new sales policies. Send in the coupon for beautiful color catalog and complete information.

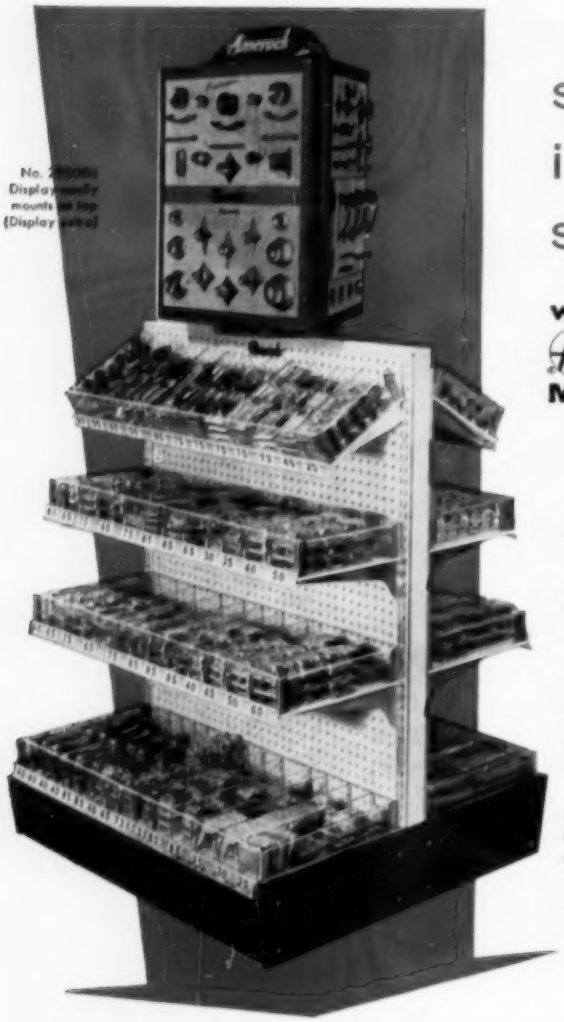
FASCO INDUSTRIES, INCORPORATED
126 Augusta Street • Rochester 2, New York

Fill in coupon below.
Use page margin.

There's a fresh look at FASCO

Please send me full information on the fresh new Fasco line of Fans

▼NAME and ADDRESS ▼CITY and STATE



spark
impulse
sales

with new
Amerock
Merchandiser

Eight flexible easy-to-shop levels

24 feet of shelves in just 3 x 3½ feet of floor space

Continuous shelf price molding

Glass binning included

Extra hardware for resale returns full dealer cost

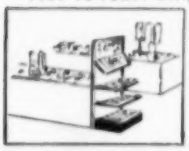
NRHA APPROVED DISPLAY

Use Amerock's new sales-maker to increase your turnover and profits

This association-designed unit fits right in with existing store fixtures. Use it to boost sales in paint department, do-it-yourself, housewares, or builders' hardware departments. Bright yellow pegboard backs . . . speckled black base . . . and precut glass binning make this an attention-getting self-service center. Easy to assemble . . . layout chart included with each unit.

Extra hardware for resale returns full cost to dealer:
Dealer cost complete with extra hardware $180.00
Retail value of extra hardware for resales $185.20

No. 1910EH Single-Merchandiser Provides Display Flexibility



Use against counter ends, store walls, or as island display
Matches No. 1900EH Double-Merchandiser shown above. 12 feet of shelves in 3 x 1¾ ft floor space. Sale of extra hardware returns full dealer cost: Dealer cost, complete . . . $99.00; retail value of extra hardware . . . $100.40.

See your Amerock wholesaler for full details
or print your name and address in the space below and mail to:

AMEROCK CORPORATION, ROCKFORD, ILLINOIS
Fill in below NAME COMPANY ADDRESS CITY & STATE

company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica., N. Y.
Circle No. A56 on coupon, pg. 94

Building Materials. Entitled "SSIRCO Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.
Circle No. A57 on coupon, pg. 94

Water Appliance Promotions. A comprehensive 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog shows suggested consumer literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.
Circle No. A58 on coupon, pg. 94

Water Skis. An international water skiing champion instructs the beginner in water skiing in a 6-page, 2-color folder now available to dealers. The booklet, entitled "Come On In . . the Water Skiing's Fine!" provides a series of graphically instructive photos. The company manufactures Hydro-Flite water skis. Hedlund Manufacturing Co., Nokomis, Ill.
Circle No. A59 on coupon, pg. 94

Display Ideas. A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Wooster Rubber Co., Wooster, Ohio.
Circle No. A60 on coupon, pg. 94

Detachable Chain. With the farm equipment user in mind, a catalog is made available featuring the use of detachable sprocket chain in a wide range of agricultural machinery. Well-illustrated and in color, the catalog covers engineering data, sizes, plain chain links shown in actual size, attachment links, and several

WISE DEALERS ARE BOOKING NOW!....

Spring Season Lines:

Gates Garden Hose
Master Cut Power Mowers
GE Electric Fans
Green Thumb Garden Tools
Great States Hand Mowers
Dolly Madison Electric Freezers
Frost King Hand Freezers
Kordite Freezer Materials
Spred Satin
Wood Water Kegs
Hudson Sprayers

Fishing Tackle Items:

South Bend & Betts Fishing Rods
Zebco, Johnson,
Mitchell & Pflueger Reels
Kennedy Tackle Boxes
L & S, Bomber, Heddon — Lures
Ashaway & Gladding Fishing Lines
Coleman Lanterns,
Campstoves & Coolers
American Thermos Jugs
and hundreds of other fast selling items.

Book Now Through Your King Hardware Salesman!

KING HARDWARE COMPANY

490 Marietta St., Atlanta, Ga.

pages of specifications and data. The Locke Steel Chain Co., Inc., Bridgeport, Conn.

Circle No. A61 on coupon, pg. 94

Dealer Displays. Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

Circle No. A62 on coupon, pg. 94

Toys. A toy consumer folder entitled "Siebert Presents Frolic Time" is available and features the 1957 line of futuristic action toys and juvenile furniture. The eight-page folder, designed in three colors, is prepared to help parents in toy selection. Highlighted are velocipedes, train-a-bikes, doll carriages and strollers, doll cradles, toy chests, car beds, and auto seats. O. W. Siebert Co., Gardner, Mass.

Circle No. A63 on coupon, pg. 94

Special Purpose Planes. "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbet, router, and double-end tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Circle No. A64 on coupon, pg. 94

Baseball and Softball. The 1957 editions of the "Famous Slugger Year Book" and "Official Softball Rules" are available. The year book is packed with baseball interest, including pictures of the past season's outstanding sluggers, records, and highlights of the 1956 season. It features an article on hitting by Ted Kluszewski, major league hitting star. "Official Softball Rules" includes pictures of winning teams and records of the 1956 season. Hillerich and Bradsby Co., Louisville, Ky.

Circle No. A65 on coupon, pg. 94

Metal Merchandisers. A 40-page catalog, #390, illustrating and describing a complete new line of Viz-U-Bilt all-metal merchandisers is being offered to dealers. The gondola-type self-selection units described are available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal shelving, clip-in splicers, and a complete selection of accessories make them flexible and adaptable to all types of merchandise. L. A. Darling Co., Bronson, Mich.

Circle No. A66 on coupon, pg. 94

Carriages and Strollers. The Forward Flair design, along with new all-weather fabrics, highlights the 1957 line of baby equipment presented in "Forward Flair for 1957," a full-color, illustrated 48-page catalog. The catalog fully describes the company's line which consists of baby carriages, strollers, padded goods, hi-chairs, feeding tables, car beds, auto seats, walkers, and accessories. Price lists and order forms are included in the catalog. O. W. Siebert Co., Gardner, Mass.

Circle No. A67 on coupon, pg. 94

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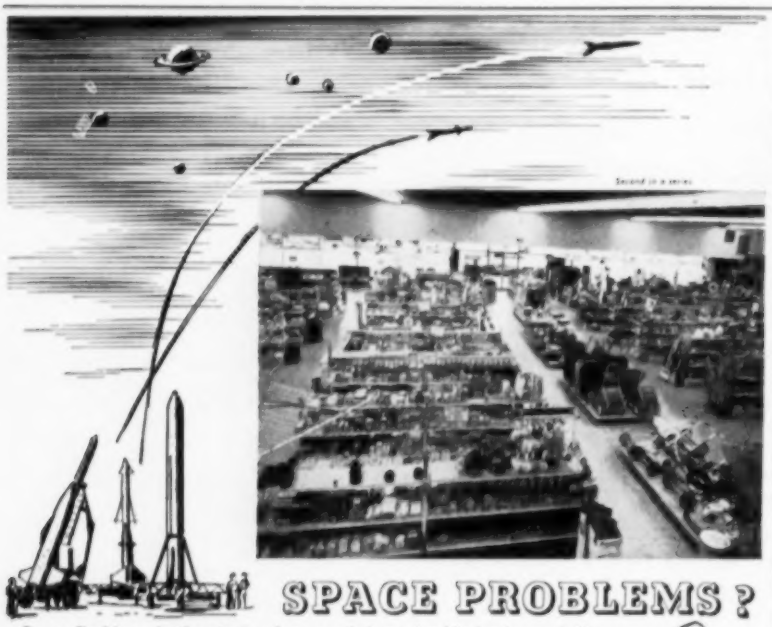


SPACE PROBLEMS ?

Space Problems in the stratosphere are being solved today by our brilliant engineers and technicians, and Space Problems are being solved in hardware stores by our experienced and highly qualified store planning engineers—like this fellow!

Yes, it takes skill to plan tomorrow's hardware stores for maximum sales per square foot of selling floor space—and it takes modern fixtures with completely flexible features to push sales volume up and up and up.

M & D provides both—the inspired planning without cost to you and the finest fixtures at competitive prices.

If you're "Garden Center" conscious, M & D has the answers too! M & D is represented nationally by the leading Hardware Associations and large Wholesale Hardware firms. Contact your local Association or Wholesaler for catalog and general information. OR if you're planning over-all store improvements—a new store—a garden center—or just a sectional upgrading—whether it's display islands—gondolas—platforms—or wall sections, let the M & D man assist you with your plans without charge.

MAIL TODAY TO OUR NEAREST OFFICE

Have your Store Planning Engineer contact me.
I am interested in: Complete Store Installation ☐
Upgrading or Remodeling ☐ Gondolas ☐ Wall Cases ☐
Islands ☐ Platforms ☐ Garden Centers ☐ **SH-50**

M & D Store Fixtures, Inc., 245 Vineland Ave.—La Puente, Calif. or 502 South Green Street—Cambridge City, Indiana

NAME _____

STREET _____

CITY _____ STATE _____

Proctor Toaster Plant Opens in North Carolina

THE NEW MILLION dollar toaster plant of Proctor Electric Co. in Mount Airy, N. C., was scheduled to be formally dedicated and opened for public inspection with special ceremonies November 9. The modern factory is said to be the largest in America devoted exclusively to producing toasters, and is the first appliance manufacturing plant in North Carolina. It covers more than 100,000 square feet situated on 19 acres of ground.

It pays to plug . . .

ROYAL ELECTRIC

CORD SETS

NO. 409 "FLIP-TITE" WEATHERPROOF RECEPTACLE

TWO AND THREE WIRE "POWR-KORDS"

HOUSEHOLD EXTENSIONS OF MANY KINDS

APPLIANCE CORDS

SPECIAL PURPOSE CORDS

• • • FOR COMPLETE-LINE SALES POWER!

One complete line, from one dependable source, to meet your customers' every requirement. One brand name on your full cord set stock builds confidence, promotes sales, simplifies your buying and inventory control.

• • • FOR VARIETY IN ALL TYPES!

Royal "POWR-KORDS", with molded on attachments, both 2- and 3-wire; appliance cord sets; cube tap extensions; socket extensions; special purpose cords; replacement cords . . . *everything* you need for a volume producing stock. Ask for Catalog 3-57.

• • • FOR CUSTOMER-APPROVED QUALITY!

Every Royal cord set is made from Royal Electric cord. Users everywhere recognize the Royal name as a symbol of quality . . . depend on UL-listed Royal cord sets for both light and heavy duty uses. You know they're good, so do your customers.

ORDER ROYAL CORD SETS THRU YOUR WHOLESALER TODAY

ROYAL ELECTRIC
AN ASSOCIATE OF ITT

ROYAL ELECTRIC CORPORATION
An Associate of INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
PAWTUCKET, RHODE ISLAND

NEW PRODUCTS

For more information on these new products use the return free post card on page 94

Sprinkler Control

An "Aqua Dial" spray control has been added to the Swingin' Spray Model #525, Melnor Industries, Inc., 300 DeWitt Ave., Brooklyn 36, N. Y., announces. Although the price on the oscillating lawn sprinkler has been

reduced, Melnor states, the model now features a control similar to the dial control on the other three higher priced Swingin' Sprays.

The Aqua Dial on the Model #525 is a 3-position automatic control for selection of full, partial, or side coverage of lawn areas. For more information—

Circle No. 632 on coupon, pg. 94

Nauti-Togs

Nauti-Togs is the name given to a new line of knitted marine casual sportswear introduced by The American Pad & Textile Co., So. Washington St., Greenfield, Ohio. The complete line of nautical clothing is designed, manufactured, and offered to the trade for both men and women boating enthusiastists.

The women's line consists of 20 items including shorts, Bermudas, pedal pushers, white ducks, skirts,

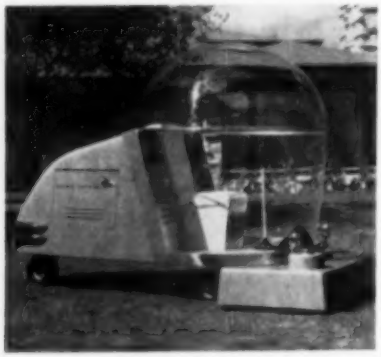
jackets, turtle neck sweaters, and a variety of Terry cloth, matelot, and crew style blouses. Most are intermatching to give a multiplicity of different ensembles. For the men there are white ducks, blazers, turtle neck sweaters and several polo and matelot shirts in both cotton and orlon.

In the color selection for Nauti-Togs, Tapatco has stuck to the marine colors of white, navy, light blue, and red. A complete range of sizes is available and all items are packaged separately in plastic bags for displays and convenient handling.

A new full color folder illustrating and describing the complete line of Nauti-Togs is available. The folder and price list may be obtained by writing to the company. For more information—

Circle No. 633 on coupon, pg. 94

The Power Mower of the Future?



Going far beyond today's lawn mowing equipment models into a dream of tomorrow's multi-purpose machine that can be driven on highways as a modest-speed vehicle, in addition to performing a host of chores around the yard. Simplicity Manufacturing Co., Port Washington, Wis., presents its concept of "things to come" — the Wonder-Boy "X-100". A huge five-foot diameter plastic sphere in which the rider sits comfortably on an air-foam cushioned seat, surrounded by aircraft-type instrument aids, dominates the futuristic power unit. This yard mechanic of the future provides all-weather protection, has its own electric generating system for operating running lights, radio-telephone, air conditioning, and the cooling system to provide a chilled drink on a hot day

More sales to the square foot with these *Rubbermaid*® displays

Compact
Self-selling
Colorful displays

Put the big sell in small space. Rubbermaid displays are designed and tested for easy arrangement and maximum display. Increased sales proven over ordinary counters and tables. Save space with at least triple the amount of Rubbermaid merchandise on display in the same comparable counter area. Encourage customers to sell themselves. Make your store Headquarters for Rubbermaid. Order your Rubbermaid displays—NOW!

#0868 THREE SHELF UNIT WITH SIGN. 48" long, 28" wide, 24" high to top shelf. Stacks on base unit #0878. Delivered to your store, price to you, $15.

#0878 MATCH MATE TO #0868. 96" long, 48" wide, 30" high. Used with topper, #0868, provides maximum display in minimum floor area. Delivered to your store, $30.

Above two displays sold separately or in combination.

FREE! with Self-Seller
SHELF KUSHION Assortment #8838

Nothing like this has ever happened to Shelf-Kushion before. A completely new way to sell . . . to turn BIG PROFITS your way. Sales-tested with phenomenal results. Practical, sell-on-sight display for Rubbermaid's brand new hit of the Housewares trade! Shows this new BIG TICKET exclusive to best advantage. Overall size only 5'1" high (with legs) 27 ¾" in width, 20½" in depth. Regular price $20. FREE when you order the assortment.

#0877 RUBBERMAID self-service seller. Takes odd sizes and shapes of Rubbermaid associated products, shows them to the greatest advantage in the least floor space. 4' wide, 2' deep, 4'7" high without sign—6'2¾" with sign. Solid wood and pegboard. Oatmeal finish. Comes complete with 18 heavy wire brackets. Ships flat—assembles easily. Shipping weight 72 pounds. We share the cost—more than $35—and make this impressive display unit available to your store, delivery postpaid, for only $20.

Rubbermaid®

THE WOOSTER RUBBER COMPANY, WOOSTER, OHIO

Slip-On Pipe Fittings

The Hollaender Manufacturing Co., Cincinnati 23, Ohio, introduces the Speed-Rail slip-on pipe fittings which are designed to eliminate pipe threading or welding, resulting in less time and labor costs.

By using a simple hex, fittings engage the pipe by means of knurled hardened point set screws. Fittings are gauged to fit standard I.P.S. pipe in sizes from ¾" to 1½" with sufficient clearance to make them adaptable to black and galvanized steel or aluminum pipe. For more information—

Circle No. 634 on coupon, pg. 94

Wing Nut Bow Saw

A 30" and 36" Bushman Saw with an adjustable wing nut is announced by Gensco Tools, 1830 N. Kostner Ave., Chicago 39, Ill. The wing nut

feature enables users to change blades in seconds and to maintain a constant blade tension at all times. It is said to be lightweight and simple to use; available with or without extended handle. For more information—

Circle No. 635 on coupon, pg. 94

PLASTEX gives you both!
— each with every advantage of
PLASTIC PIPE

FLEXIBLE
PLASTEX POLYETHYLENE

The easiest of all plastic pipe to handle, store, install, service. For pressures to 100 psi, for wells to 100 feet deep. Sizes from ½" thru 6". Coils to 600 feet. Single and twin-tube types. Cuts with knife or handsaw. A complete line of insert-type couplings and fittings.

SEMI-RIGID
PLASTEX KRALASTIC

Both NSF approved

The high strength plastic pipe — for wells to 200 feet deep, pressures to 150 psi. Sizes from ½" thru 6". In 10' and 20' lengths — with plain ends, or coupling at one end, or male and female threaded couplings at opposite ends. Cuts with handsaw. Pipe and fittings connect by solvent welding.

THE PLASTEX CO.
SINCE 1939
3232 Cleveland Avenue, Columbus 24, Ohio

MAKERS OF
PLASTEX • PRESSUR-TEX • TWIN-TEX • KRALASTIC

Gilmour Sprayer

A silver-bright metallic finish has been applied to the Hosemaster liquid fertilizer and insecticide sprayer made by Gilmour Manufacturing Co., Somerset, Pa. The coating is bonded to the metal by special "Gilmouring" process and is said to offer beauty plus permanent protection against stains, marring, and corrosion.

The Hosemaster fertilizer and insecticide sprayer fits standard garden hose connections and can be used also to spray liquid weed killers, disinfectants, and detergents. Any type of spray desired is available through adjustment of the new metering stem. Up to 100 gallons of spray are mixed automatically without refilling the unbreakable, pint-size, polyethylene liquid container. No pre-mixing is necessary.

The pistol grip water control permits the sprayer to be turned on and off at the point of use.

The Hosemaster sprayer is packaged individually in colorful display carton. For more information—

Circle No. 636 on coupon, pg. 94

Carolina HARDWARE-HOUSEWARES SHOW

"Where Buyers and Suppliers Meet"

FEBRUARY 18, 19, 20, 1958

Radio Center Auditorium
Charlotte, N. C.

"The Market Place of the South"

"OVER 60,000 SQUARE FEET OF EXHIBIT SPACE"

ALL SPACES 9'0" x 11'0" OR LARGER

ALL TABLES and CHAIRS PLUS BOOTH BACKDROPS FURNISHED FREE

FREE SPACE TO EXHIBITORS IN CONVENTION MODEL STORE

All Inquiries Relative To Booth Space and Dealer Reservation Should Be Mailed To –

M. F. KAELKE
MANAGING DIRECTOR
HARDWARE ASSOCIATION
OF THE CAROLINAS
P. O. BOX 6215
CHARLOTTE, N. C.

 For more information use Handy Return Card, Page 94

DEALERS SELL

GALS.,
QTS., PTS.,
HALF PTS.

FAMOUS BRAND

TANDROTINE

PAINT THINNER

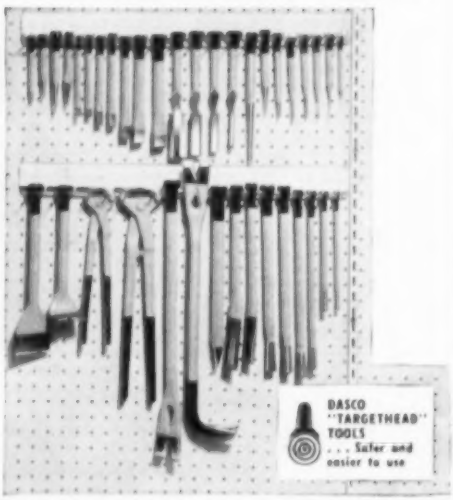
ECONOMICAL
NON IRRITATING
PLEASANT ODOR
HIGH FLASH POINT
LONG LEVELING (NO BRUSH MARKS)
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster turnover and higher markup. Stock TANDROTINE — today!

Easier to Show . . . Easier to Sell

DASCO "TARGETHEAD" TOOLS SELL THEMSELVES

- "Heads-up" display encourages customers to see, handle, feel, and BUY
- Stimulates self-service
- 38 popular tools in 22" x 28" space
- Wide variety for customer appeal
- Easy-to-mount pegboard racks



SEE YOUR WHOLESALER OR SEND COUPON

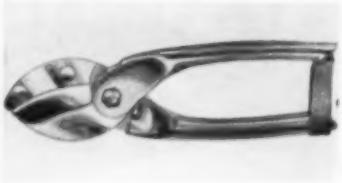
DISPLAY ASST. NO. 7777
Retail Value
68 Dasco tools . . $65.00
2 wall racks . . . . . free
Dealer cost $43.35

DAMASCUS STEEL PRODUCTS CORP., Rockford, Ill.

Send me _____ Display Assortments No. 7777
( ) Send me detailed information on Dasco displays
My Wholesaler's Name _____
Name _____
Address _____
City _____ State _____

Contour Cut Pruner

The Village Blacksmith Division, General Metals Corp., Watertown, Wis., announces the #3600 Contour Cut Pruner, which features a curved anvil.



Both the blade and the anvil are shaped to curve around the branch, to grab and hold securely while distributing the cutting action over a greater surface area. The curved anvil is constructed of rigid polyethylene. The tool is sparkle-plated, blade of finest tool steel. For more information—

Circle No. 637 on coupon, pg. 94

'58 Rugg Mower Line

The E. T. Rugg Co., Newark, Ohio, is introducing its 1958 line of mowers which consists of rotaries, reel power, electric, hand and a new riding model, with a full range of sizes and prices.

Roto-Rugg rotary series includes 18", 19", and 21" cut models in both push and self-propelled types, with parallel and staggered wheel designs and a range of horsepower ratings. New features on certain models are a finger-tip cutting height adjustment on all four wheels and a single control at the handle for start, speed, stop and choke.

New for '58 is the Rugg-Ed Rider, a four wheel riding rotary with a full 24" cut. It features safe, easy operation, knee-action front wheels, foot-operated brake and clutch, four speeds forward and one reverse.

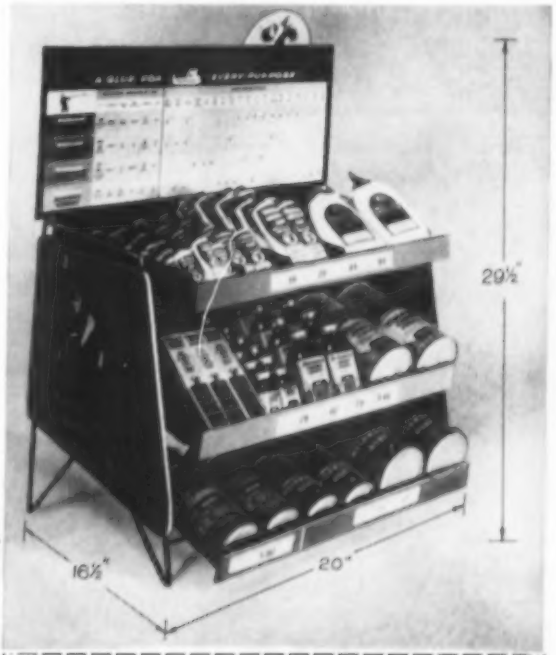
Two reel power models, 18" and 21" cut, two hand mowers and an 18" rotary electric round out the Rugg line for 1958. Briggs and Strat-

Double your glue profits with these fast-selling glues

plus the new Weldwood Counter Model Adhesive Center

- steps up turnover, cuts inventory, saves shelf space.
- stocks the 4 glues that cover 95% of your market.
- $25.06 profit on a $39.88 investment (over 38% profit).
- color-keyed selector chart and clearly marked prices help your customers select the right glue.
- backed by national advertising to consumers and woodworking, construction, and boatbuilding trades.

THIS SELF-MERCHANDISER FREE WITH YOUR INITIAL ORDER



Weldwood® FOR ADHESIVES, WOOD FINISHES, PLYWOOD, HARDBOARD

Satinlac® — permanent, non-yellowing sealer and finish brings out the natural beauty of all woods.

Firzite® — resin-sealer, undercoater, and base for colors-in-oil. Prevents wild grain and face checking.

Flexible Wood-Trim® —a variety of real wood veneers in handy rolls, for covering exposed wood edges.

United States Plywood Corporation
Dept. SH-12-57, 55 West 44th St., N. Y. 36, N. Y.

Please rush me my Weldwood Adhesive Center (counter model) complete with adhesive assortment, at special price of $39.88. (Retail value—$64.94.)

Store Name .....

My Name .....

Street Address ..... City ..... State .....

Jobber's Name .....

City ..... Zone ..... State .....

these displays will boost your sales of

Red Devil STEEL WEDGES

Transparent plastic container displays full assortment of most-needed sizes. Helps you boost sales of these extra-profit wedges.

AS DISPLAY

WC1 DISPLAY

Attractive two-color card contains complete home assortment of five different wedges in plastic bag. 12 units to a display card.

WEDGE DISPLAY CARD

Combination display card is die-cut to hold Nos. 5 and 10 wedges for fast service and impulse sales. Contains 36 No. 5 and 24 No. 10 wedges. Also available: No. 5 card—36 No. 5's, No. 10 card—24 No. 10's.

Red Devil Steel Wedges are rust-resistant, chip-proof. Pound them into the head of any handle-type tool — they'll never come out.

Red Devil Tools.
Union, N. J., U. S. A.

To all of our very good friends;

The Hardware Wholesalers and Retailers of America

A Very MERRY CHRISTMAS and a HAPPY NEW YEAR

The WATER MASTER COMPANY

WATER MASTER

The Hardware Man's
TOILET TANK BALL
America's Largest Seller

ton 4-cycle engines are used on Rugg mowers with the exception of the rider which is powered by a Clinton heavy duty 4-cycle engine.

Shown is Model 800-A, 21" cut, with finger-tip cutting height adjustments on all four wheels from 1½" to 3½". For more information—

Circle No. 638 on coupon, pg. 94

1958 Croquet Line

The South Bend Toy Manufacturing Co., South Bend, Ind., has announced its 1958 line of croquet sets. The Deluxe Croquet Set, shown, is expected to pace the sale of the 14 models in the line. The golf-cart-type rack provides colorful display qualities as well as easy handling and self-storing features, the company points out.

The polo-type mallets have 9" rock maple heads and 24" screw-in handles. Regulation 3⅜" balls in matching colors are made of twice-seasoned rock maple, have the grooved and knurled feature. South Bend's plastic coated automatic arches are included. The set is finished in bright, fade-resistant colors and covered with two coats of spar varnish. Packed one set in a carton. Shipping weight is 21 lbs. Retails for approximately $22. For more information—

Circle No. 639 on coupon, pg. 94

Riding Power Unit

Simplicity Manufacturing Co., Port Washington, Wis., announces improvements in the 1958 model of Wonder-Boy, a four wheel riding power unit, adaptable to either 30-inch reel or 24-inch rotary mower and cutting a 59-inch swath with gang-mower combination. It is powered by a 4-cycle, single cylinder, Briggs & Stratton engine with recoil starter.

Improvements include new "duomatic" two speed rear axle of planatory design which offers two speeds forward and reverse; power increase to 4 hp; speed increases of 100 percent; and a new method of adjusting height of mower blade by simple

CLASSIFIED

JAPAN

Experienced import-export executive returning to Japan shortly. Desires to represent American or foreign firms. Has excellent contacts in Japan, speaks the language, and is thoroughly familiar with the Far East. Can also act as purchasing and sales agent. Reply to Box 707, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta, Ga.

knob-actuated worm gear which raises or lowers position of blades 1¼ inches to 3¼ inches.

On rotary application, a hard rubber gauge roller replaces the wooden type roller; on reel mower application, a new six-bladed seven-inch diameter reel is introduced with cast-iron spiders for greater durability and two skid shoes to prevent scalping lawns. Three-inch wide rubber tires introduced on gang mower application give greater solidity and stability, and reduce possibility of "bounce." For more information—

Circle No. 640 on coupon, pg. 94

Jack Nut Fastener

A blind fastener about one-half the length of the shortest hollow wall anchor previously available is introduced by the Molly Corp., Reading, Pa., as the Jack Nut.

Workable in space as small as ⅝ inches, Jack Nuts can be used in hollow-core flush doors, plywood or

wallboard over narrow furring strips, in mobile homes, automobiles and other places where larger anchors will not work and wood or sheet metal screws will not hold.

Jack Nuts are self-adjusting to grip any kind of material. They are available in two lengths: short for thicknesses from 0" to 3/16" and long for 0" to 3/8". May be installed with any U. S. standard 6-32, 10-24, or 1/4"-20 screw.

Free literature may be obtained by writing to the company. For more information—

Circle No. 641 on coupon, pg. 94

CONVENTION DATES

Alabama Retail Hardware Association—Convention and exhibit, Coliseum, Montgomery, Feb. 8-10, 1958. Headquarters: Hotels Whitley and Jefferson Davis. Charles Giles, Secretary, 409 N. 23rd St., Birmingham.

Arkansas Retail Hardware Association—Convention and exhibit, Robinson Auditorium, Little Rock, Feb. 16-17, 1958. J. Wayne Tisdale, Executive Secretary, 402 Rector Building, Little Rock.

Hardware Association of the Carolinas—Convention and exhibit, Radio Center, Charlotte, N. C., Feb. 18-20, 1958. Headquarters, Hotel Charlotte. Martin Kaelke, Secretary, P. O. Box 6215, Charlotte, N. C.

Kentucky Retail Hardware Association—Convention and exhibit at Kentucky Hotel, Louisville, Feb. 4-6, 1958. Edward H. Keiley, Secretary, 501 Republic Building, Louisville 2, Ky.

Louisiana Retail Hardware Association—Convention and exhibit at Bellemont Motor Hotel, Baton Rouge, Jan. 26-27, 1958. David O. Mansfield, Secretary, P. O. Box 1696, Jackson, Miss.

Mississippi Retail Hardware Association—Convention and exhibit at Heidelburg Hotel, Jackson, Feb. 23-24, 1958. David O. Mansfield, Secretary, P. O. Box 1696, Jackson, Miss.

Missouri Retail Hardware Association—Convention and exhibit at Chase Hotel, St. Louis, Jan. 21-23, 1958. Fred Boemer, Executive Secretary, 2340 Hampton St., St. Louis 10, Mo.

Tennessee Retail Hardware Association—Convention and exhibit at Fair Grounds Coliseum, Nashville, Feb. 23-24, 1958. Headquarters: Andrew Jackson Hotel. Charles G. Brown, Secretary, P. O. Box 784, Nashville, Tenn.

Texas Hardware & Implement Association—Convention and exhibit, Dallas Memorial Auditorium, Dallas, Jan. 19-22, 1958. Headquarters: Statler Hilton Hotel. Ray M. Souder, Executive Director, 1108 Gibraltar Life Bldg., Dallas 2.

Tri-State Hardware & Implement Association—Convention at Herring Hotel, Amarillo, Texas, Feb. 9-11, 1958. R. B. Allen, Secretary-Manager, 1408 4th Ave., Canyon, Texas.

Virginia Retail Hardware Association—Convention and exhibit at Hotel Chamberlain, Fort Monroe, Feb. 9-11, 1958. George T. Omohundro, Jr., Secretary, Scottsville, Va.

West Virginia Hardware Association—Convention and exhibit at Daniel Boone Hotel, Charleston, Feb. 23-25, 1958. James C. Fielding, Managing Director, 1628 McClung St., Charleston 1.

For information on

CATALOGS & BULLETINS

See page 95

Here's the "good line of hinges to handle" . . . that's the trade's way of saying, "We like to sell Griffin products." Full line of wrought steel butts and shelf hardware. Just display them, and you'll sell them. Order in any selections you know your customers want.

GRIFFIN®
"since 1899"
MANUFACTURING CO. ERIE, PA.

ADDED STRENGTH RIGIDITY and UNIFORMITY

WRIGHTWELD HARDWARE CLOTH. Added strength, rigidity, uniformity. Flat wire selvage permanently welded to each filler wire. Hard drawn wire replacing customary annealed wire. Heavily galvanized after weaving. A major advance in the wire cloth industry. Sizes 2 x 2, 3 x 3, 4 x 4.

E. L. Hornibrook Co.
Box 176, Avondale Estates, Ga.

Lawrence J. Baldwin & Son,
306 Carondelet Bldg.
New Orleans 12, La.

G. F. Wright Steel & Wire Co.
Worcester, Massachusetts

A NEW DEPARTMENT

...and more sales!

QUICKLY • SIMPLY • MINIMUM SPACE

• You can gain an entire new department with just *one* order. The Garcia Corporation produces a *complete* line of profitable, dependable, quality fishing tackle—tackle with a proven sales record...tackle that can work for you!

Garcia, through your jobber, can help you set up a profit-making fishing tackle department quickly and with a minimum of effort by you. What's more, you're always backed-up by Garcia's famous unconditional guarantee, liberal fast service policy, continuous high-impact advertising campaigns and effective merchandising aids.

Don't overlook this wonderful opportunity to increase your sales and draw new customers into your store. Write today for complete details—you'll see why it pays to set up a money-making Garcia tackle department.

the garcia corporation
268 FOURTH AVENUE,
NEW YORK 10, NEW YORK

REELS · RODS · LINES · LURES · ACCESSORIES · BALANCED KITS

30 YEARS OF CUSTOMER SATISFACTION AND DEALER PROFIT

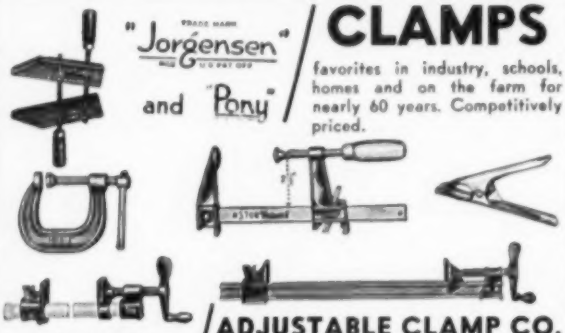
ADAMS

Exclusive water-proofing and uniform thickness prevents leakage and waste. Your customers will come back for more. Special attention given odd size cup orders.
Advertised throughout the South and Southwest.
Also, it will pay you to handle

KAYO, TIP-TOP and ADAMS

Steel hand tools, cold chisels, punches, etc.

C. F. ADAMS, Inc. 420 South Lake St. Fort Worth, Texas



"Jorgensen" and "Pony"

CLAMPS

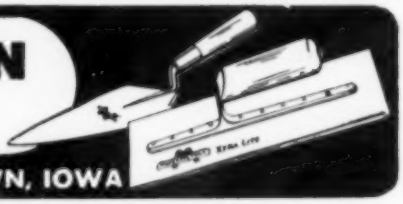
favorites in industry, schools, homes and on the farm for nearly 60 years. Competitively priced.

SOLD THROUGH LEADING WHOLESALERS

ADJUSTABLE CLAMP CO.
"the clamp folks"
437 N. Ashland Ave. Chicago 22, Ill.

MARSHALLTOWN

MARSHALLTOWN TROWELS



MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

SWISH-ERR

SELF PROPELLED

9 MODELS

Write for free folder on all SWISHER Power Mowers

Swisher Mower & Mach. Co.
Warrensburg, Missouri

MODEST PRICE

W. R. C. Smith Publishing Co.
Department SH-12
806 Peachtree St., N.E.
Atlanta 8, Georgia

☐ New
☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name _____

Firm _____ Position _____

P. O. Box or Street and No. _____

City _____ State _____

☐ Send bill for $2.00 ☐ Enclosed find $2.00

ALWAYS SELL GENUINE

MOLLY

SCREW ANCHORS

Write for Free Literature

Molly Corp., Reading, Pa.

Why you can make more money selling

D & M Sports Equipment

1 A complete line of athletic equipment designed for your retail sale, as well as Little League, Babe Ruth League, Pony League and other youth teams.

2 Permits you to handle a complete line with distribution through select wholesalers so geographically located to give you prompt and efficient service on all reorders.

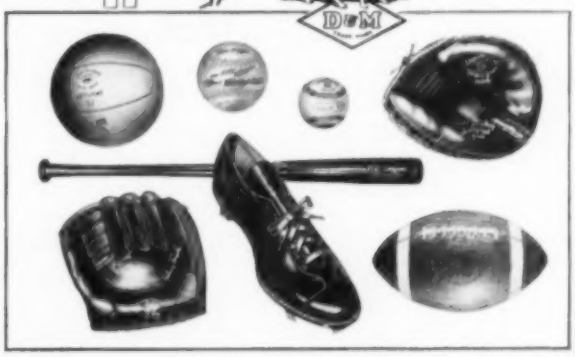
3 Quality merchandise with eye appeal galore, competitively priced.

4 MacGregor tennis rackets, badminton sets, tennis and golf balls.

5 Free window and counter display materials.

6 Better-than-average dealer profit.

"The Lucky Dog Kind"



DON'T DELAY. Write now for name of your nearest distributor and copy of latest catalog with dealer price list.

DRAPER-MAYNARD Sports Equipment

4861 Spring Grove Ave. • Cincinnati 32, Ohio

POWER PACKED MERCHANDISING to help you sell more...

GENSCO

SWEDISH WOOD CHISELS

Everyone gets a little more in profits and benefits with Gensco Swedish Wood Chisels.

You will like the completeness of the line (¼" to 2"). Free Merchandising Display that sells its "head off" . . . can mean greater profits. You'll appreciate the protective strip-off plastic coating that prevents nicks and rust, the handy roll packages that will help increase your sales volume.

Customers like the superior quality, razor sharp edges, unbreakable handles with blade size stamped at the end. And a price that is well within reach of every pocket. Realize extra tool sales and profits today . . . sell and stock the tool line that offers more salability, Gensco.

Estool Wood Planes — Bushman Bow Saws — Lindstrom Pliers and Cutters

Complete line of Builders' Hardware, machine screws, stove bolts and wood screws.

SEE YOUR JOBBER — GENSCO — WRITE FOR LITERATURE

GENSCO TOOLS

A Division of GENERAL STEEL WAREHOUSE CO., INC., 1806 N. Kostner Ave., Chicago 39, Ill.

Hand Tools

(Continued from page 24)

We are pleased with the results."

What are General Hardware & Supply Co.'s best hand tool sellers? "Saws and drills sell especially well," Higginbotham reports. "Also a new item, the portable jigsaw, is going well."

The store rents some electric tools as well as sells them.

Many of the more expensive tools are sold for cash. But the store offers three types of budget accounts popular with customers preferring time-pay.

The store offers a 30-60-90-day plan without carrying charges. It also offers a budget account with up to one year to pay. The store has its own payment books for this type, which is carried on the budget ledger account. The customer pays every two weeks or by the month. The third type is the extended or two-year finance plan, with the banks carrying the financing.

Higginbotham and his store manager, Hester Carson, put much stress on the frequent changing of displays to keep customer interest high. Carson, who has been with the store 10 years, arranges the displays.

The store frequently moves tables, with noticeable sales stimulus. Recently it noticed sales of certain kitchen items dropping steadily. It moved this particular table and the next day 12 sales were made from it.

"Move the display table that isn't doing the sales job it should, clean it up, rearrange it and customers will look at it with increased interest," Higginbotham observes.

Right now we are trying to get away from mixed table displays. We are trying to have each table present a seasonable item, where possible. With our new, streamlined tables we now can have them devoted entirely to aluminum ware, garden tools, and other items instead of combining them. That's because we are able to get more merchandise on them. We see that this will be especially effective in selling such things as insecticides since we can display the complete line on one table.

"Our old tables were 5 by 8 feet, with three tiers. The 23 new ones are 4 by 8, with four tiers. That extra foot of space between tables encourages customers to browse, too, and gives the store the appearance of having more room."

The store is 155 feet long and 40 feet wide. The front 80 feet, in display space, are clearly visible from the street. The store is well lighted and has large, modernistic windows. Space in the rear is used for a warehouse. In addition, the store has a paint warehouse nearby. It carries what it believes is as much paint as can be found in any other hardware store in Memphis. The store offers off-the-street parking.

While tools, paint, housewares, and sporting goods constitute the backbone of the store's sales, Higginbotham is especially pleased with the success of his hobbycraft department and suggests that other hardware dealers take a close look at the possibilities.

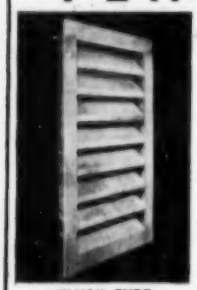
General Hardware & Supply Co. stocks a wide variety of model planes, including flying models and accessories. It also offers construction kits for antique cars, guns, pistols, and other items. The hobbycraft stock turns over about seven times a year.

It's proof that even the youngsters in the Berclair section of East Memphis know General Hardware & Supply Co. "has it."

Louv-r-Pak, Inc.

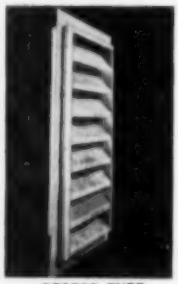
Galvanized and Aluminum

VENTILATORS



FLUSH TYPE

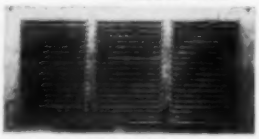
- PRIME COATED (Galvanized)
- F H A APPROVED
- HEAVY GAUGE METAL
- WEATHER-PROOF
- EASILY INSTALLED



RECESS TYPE

ROOF VENTS

one piece, nothing to assemble



EAVE VENTS

LOUV-R-PAK, INC.

Write for name and address of your nearest Distributor.

3629 E. FIRST ST. FORT WORTH, TEXAS

Don't Gamble!

BUY
SELL
STOCK
USE

PAINE'S

HANGING AND FASTENING DEVICES

BUY — Paine provides one source for all of your hanging and fastening requirements at the right prices.

STOCK — Paine attractive functional packaging provides for ease of handling, storage, and inventory.

SELL — Paine has proven trade acceptance through its many years of specializing in its field. Abundant well organized Paine pricing and catalog literature makes the sale easier.

USE — Paine quality products are designed and produced so that their use will completely satisfy the craftsman who takes pride in his work.

the best craftsmen always take PAINE'S

THE PAINE COMPANY, 19 Westgate Road, Addison, Illinois

new ideal knob latch

with "Oiled For Life" Construction

The new Ideal "A" Series Knob Latch is quality designed for aluminum and other combination storm and screen doors. It has a floating, heat treated hexagon spindle supported on either end by a Bronze Oilite bearing. Installation is by two thru-bolts that *absorb pulling strain.* Drill only three ¼" holes. Key locking can be made before or after the latch is installed. Two finish coats are separately baked on over Parkerized heavy Zamac die castings . . . a base silver aluminum coat and then a clear Epoxy enamel finish.

Available through leading wholesale hardware and building supply jobbers or write us.

IDEAL BRASS WORKS, INC.
250 E. 5th Street • St. Paul 1, Minn.

Ideal

FLETCHER

REG. U.S. PAT. OFF.

THE NEWEST WORDS IN GLASS CUTTING

"LUBRICONE IMPINGEMENT"

SMOOTHER **CUTTING**

This is an exclusive FLETCHER process for penetrating a lubricous material right into the steel of the glass cutter wheel. It materially increases its efficiency and lengthens its cutting life.

FLETCHER glass cutter costs remain the same, so be sure to include these improved cutters when ordering other FLETCHER products.

FLETCHER putty knives, wood scrapers, point drivers, vacuum cup lifters and other miscellaneous tools easily build up a substantial order from a single source.

See our consumer ads in Popular Mechanics

THE FLETCHER-TERRY COMPANY
937 SOUTH STREET • FORESTVILLE, CONN.

Your Housewares Business Begins Here!

Industry Sponsored by the **NHMA** *for the Nation's Housewares Manufacturers and Buyers*

National Housewares Manufacturers Association
(Incorporated not-for-profit)

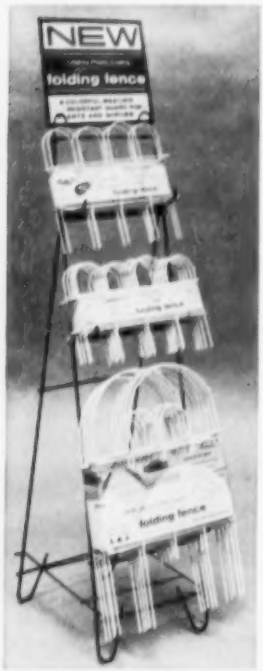
1140 MERCHANDISE MART, CHICAGO 54, ILL.

NEW

LIFETIME PLASTIC COATING

FOR THE ORIGINAL

folding fence



NEW DISPLAY RACK

FOUR FOOTER FOLDING FENCE

Attractive plastic coated four foot section —easier to put up and safer than wood picket fences. Green or white.

FOLDING FENCE JR.

Eight inches high, unfolds to ten feet. Also with green or white life-time plastic coating.

ORIGINAL FOLDING FENCE

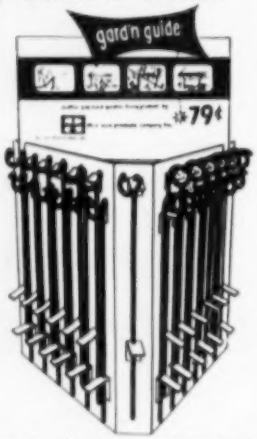
Comes in compact 12½" x 18½" — unfolds to become strong ten foot fence. Made in interlocking sections of heavy #9 wire with attractive lifetime plastic coating. In green or white.

SPECIAL OFFER — GOOD UNTIL JAN. 1 ONLY

Handsome black wrought-iron display stand free with every 5 dozen orders of #1E Folding Fences. Makes an eyecatching display piece — takes minimum of space.

self selling Gard'n Guide

Unique hose holder and guide — pre-sales tested and proven! Made of rugged ⅜-inch rod for added rigidity with exclusive bending and curling for all round use. Long lasting green enamel finish. Packed and shipped in pre-assembled, eye-catching display for self-selling! Each bright yellow and green display holds 25 Gard'n Guides.



ohio wire products company, inc.

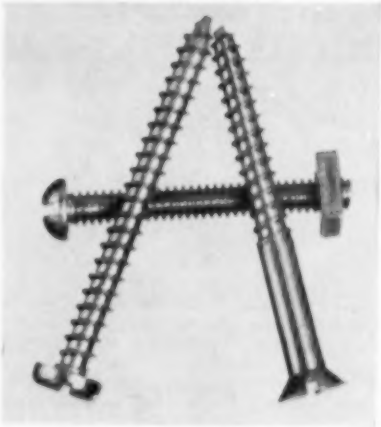
FOR SPORTING FUN

Delighter®

A complete line of the finest sport chairs made. Constructed for rugged wear, designed for comfort and practical use. Choose Delighter for your sport chair needs. Lightweight, all aluminum folding chairs.

See your nearest dealer or write . . . **UNIVERSAL CONVERTING CORP.**
New Bedford • Massachusetts

STOCK ATLANTIC FASTENERS FOR QUALITY AND SERVICE



Slotted-Phillips Heads

Wood Screws • Stove Bolts • Tapping Screws

ATLANTIC SCREW WORKS, INC.
Hartford, Conn., U. S. A.
Manufacturers since 1877

Southern Farm Equipment

DECEMBER
1957

Collection Plan
Prods Slow Accounts
Pg. 124

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.

ROBERT S. STEVENSON

Portrait by Fabian Bachrach

"At Allis-Chalmers we believe that we can do our fellow-employees no greater favor than to recommend that they invest in a 'nest-egg' fund of U.S. Savings Bonds.

"While this program has been going on for many years—made easy through the Payroll Savings Plan—we recently offered all Allis-Chalmers people a chance to review their individual bond purchasing schedules and to bring them up to date.

"As a result, more than 52% of the total Allis-Chalmers organization of about 40,000 people are buying U.S. Savings Bonds at a rate of approximately $6,000,000 a year."

ROBERT S. STEVENSON, *President*
Allis-Chalmers Manufacturing Company

Start your employees on the path of future financial security through automatic savings in the new and improved Series E Savings Bonds. It's simplicity itself. Just contact your State Director, U.S. Savings Bonds Division. He'll provide all the material and assistance you need to install a Payroll Savings Plan or build enrollment in one already existing. Look him up in the phone book or write for full information to the U.S. Savings Bonds Division, Treasury Department, Washington, D.C.

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SOUTHERN HARDWARE

TODAY—PAYROLL SAVINGS ENROLLMENT IS AT A NEW PEACETIME PEAK!

SOUTHERN FARM EQUIPMENT is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton, Ga., and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N. E. Atlanta 8, Ga. Accepted as controlled circulation publication at Dalton, Ga.

Volume 12 Number 12

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.

Farm Income

Despite a somewhat smaller volume of marketings the nation's farmers in the first 9 months of 1957 had cash receipts of 20.5 billion dollars. Prices average about 3% above a year ago. Receipts from livestock and products of 12.5 billion dollars were 5% more than in 1956 because of higher average prices. Crop receipts of 8.0 billion dollars were down 7% from last year with prices averaging 2% lower.

Commodity Highlights

Crop production will equal last year's record high . . . acreage harvested is unusually small, but all yield per acre is the highest on record . . . the 12.4 million cotton crop forecast as of October 1 is 7% less than last year . . . indicated yield of 435 pounds per acre tops previous high of 417 pounds in 1955 and 135 pounds above average . . . production of fall potatoes is 9% smaller than last year's crop . . . production of most kinds of tobacco is substantially below last year, mainly due to reduced acreage . . . Rice production of 41.9 million bags compares with 47.4 million last year . . . corn crop at 3.3 million bushels is 4% below last year but 6% above average . . . supply of peanuts is the greatest since 1950.

Factory Sales

Reports by tractor manufacturers have indicated that in August, the latest month for which statistics are available, shipments of farm machinery, equipment, and tractors were 2% below July, but 2% above August 1956.

Farm Prices Received

Prices received by farmers declined 1% from August to September. A small decline in livestock and product prices was offset by gains for dairy products and eggs. Meanwhile, crop prices declined 2% in the month ended September 15. Prices paid by farmers, after remaining stable for 5 months, rose slightly in September and were about 3% above 1956.

Farm Wage Rates

Wage rates paid to farm labor has continued to increase and in early October were nearly 3% higher than a year ago. During late September nearly 10 million persons were working on farms, 10% above a month earlier, but 5% less than during the corresponding week last year.

Government Aid

Expenditures for agricultural programs are expected to rise in the current fiscal year to 5.0 billion dollars, up 400 million from the preceding year. Though soil bank appropriations were cut sharply for 1958 expenditures under the program in 1957-58 may exceed fiscal year 1957 by about 265 million dollars.

NEWS HIGHLIGHTS

Jenks Elected President International Harvester

FRANK W. JENKS, formerly executive vice-president, International Harvester Co., recently was elected president of the company, John L. McCaffrey, chairman of the board and chief executive officer, has announced.

Frank W. Jenks

Jenks succeeds Peter V. Moulder, who retired as president and who also resigned from the board of directors. Moulder's retirement brought to a close a career of 47 years with the Harvester company.

Jenks, a native of Richmond, Virginia, began his Harvester career as a clerk in the Richmond sales office in 1914. He served in a number of sales positions, also in credit and collection. He was elected vice-president, merchandising services, in 1944, and elected executive vice-president in 1956. He has been a member of the board of directors since February 1952.

◆

Oliver Names Two Branch Managers

APPOINTMENTS of two branch managers of The Oliver Corp. was announced recently by D. W. Koegle, vice-president in charge of agricultural sales.

J. F. Kruskopf was named branch manager at Memphis, Tenn., and George Pedigo as branch manager at Dallas, Tex.

Kruskopf, former assistant branch manager at Minneapolis, Minn., replaced R. D. Merrill, Jr., who resigned to enter a personal business venture. Pedigo replaced Glenn Satterlee, who requested a transfer to Los Angeles, Calif., where he will serve as a special representative.

◆

Bloom Elected President J. I. Case International

IN A JOINT statement by John T. Brown, president, and Marc B. Rojtman, executive vice-president, it was announced recently that Herbert H. Bloom, formerly president of Massey-Harris-Ferguson, Inc. in the United States, has been elected president of J. I. Case International, S. A., a newly organized wholly-owned subsidiary of the parent company.

In his new position with Case International, in addition to directing overseas operations, Bloom also will supervise Case's further expansion in Canada.

Herbert H. Bloom

Pomeroy Assumes Sales Position with M-H-F

L. H. POMEROY, JR., recently was appointed assistant general sales manager, United States, Massey-Harris-Ferguson.

L. H. Pomeroy, Jr.

Prior to joining Massey-Harris-Ferguson, he was with Ford Motor Co. as field sales manager, dealer placement representative, and served as Mid-West sales representative.

◆

Irrigation Equipment Companies Merge

HILBE Engineering, Inc., one of the oldest and largest irrigation equipment distributors in California, has merged with Redi-Rain Manufacturing Co., Inc., The new corporate set-up bears the name of Redi-Rain Manufacturing Co., Inc., and has its home office at Glendora, Calif. — branch offices are located in Sacramento, Calif., and Lubbock, Texas. Its officers include President Wells D. De Loach, and Vice-Presidents Jack C. Hoover and William W. Wallace, it was announced.

H. H. Boettger Retires from New Idea Co.

H. H. BOETTGER, of New Idea Farm Equipment Co.'s general management staff, announces his retirement after 22 years with the Coldwater, Ohio firm. He was appointed general sales manager in 1949 and had served in that position until early in 1957 when he was appointed to the general management staff.

H. H. Boettger

Boettger had served the farm equipment industry for 43 years.

◆

Carroll C. Mullen Named President of SFEM

MEMBERS of Southern Farm Equipment Manufacturers, Inc., meeting in Radium Springs, Georgia, October 31 -November 1, elected as president for the ensuing year Carroll C. Mullen, Rome Plow Co., Cedartown, Ga. Bacon Walthal, Taylor Implement Manufacturing Co., Athens, Tenn., will serve as vice-president and treasurer.

Directors are: Elmer Dickson, Alexander Manufacturing Co., Picayune, Miss.; Toombs Howard, Columbus Iron Works, Columbus, Ga.; Dan Stephens, King Plow Co., Atlanta, Ga.; Frank S. Reid, Quality Chemical Co., Wilson, N. C.; and T. L. Mullen, Rome Plow Co., Cedartown, Ga.

New officers are, left to right: Lyman Goes, Saginaw, Michigan, retiring president and member of the Executive Committee; H. C. France, Tiffin, Ohio, first vice-president; Charles A. Washmon, Harlingen, Texas, president; Paul M. Mulliken, St. Louis, Missouri, executive director; Joseph Holman, Phoenixville, Pennsylvania, second vice-president

C. A. Washmon Elected President of NRFEA

AT THE closing session of the 58th annual convention of the National Retail Farm Equipment Association held recently in Los Angeles, California, Charles A. Washmon, of Harlingen, Texas, was elected president of the organization for 1957-58.

Washmon, who became first vice-president of NRFEA at the Dallas Convention in 1956, has served as Texas representative on the National Board of Directors since 1948. He is president of the Aldridge-Washmon Company, with headquarters in Harlingen, and additional retail outlets for farm machinery, hardware and appliances in Brownsville, San Benito, Raymondville and Sinton, Texas.

H. C. France, Tiffin, Ohio, was named first vice-president of the National Retail Farm Equipment Association and Joseph Holman, of Phoenixville, Pennsylvania, is the new second vice-president. Paul M. Mulliken, St. Louis, Missouri, continues as executive director. Retiring President Lyman Goes, Saginaw, Michigan, will serve as a member of the executive committee.

◆

Deere & Co.'s Sales Reported Up for 1957

PRESIDENT William A. Hewitt reported recently that Deere & Co.'s sales for the 1957 fiscal year which ended October 31 totaled approximately $380,000,000, or about 20 percent more than in 1956.

He also reported that forecasts for 1958 indicate cash farm income will be about the same, or slightly less, than this year. He said the company is planning accordingly for sales in the new fiscal year at about the same level as this year.

◆

Ford Appoints Butler to New Position

WENDELL E. BUTLER, formerly Detroit regional sales manager, Tractor and Implement Division, Ford Motor Co., is appointed manager of the Division's merchandising department at Birmingham, Mich., according to E. H. Woods, general sales manager.

Wendell E. Butler

Butler joined Ford in August 1953. He became manager of the Detroit regional sales office in May 1957.

This Texas dealer tried a personal approach to his collection problem and revitalized his credit business

By establishing a definite credit policy Joe H. Sherbert collected $24,000 from slow accounts, many of which were considered hopeless

Collection plan spurs Slow Accounts

A Friendly Reminder

Apparently you have overlooked mailing us a check for your account for the month of _____ in the amount of $_____.

If a check has been mailed please disregard this reminder as we will credit your account.

Most of our customers appreciate this reminder, as it helps keep their accounts current.

We sincerely hope you do, as we have enjoyed serving you in the past and hope we may be of service in the future.

Thanks.

GULF POWER INC.

PAST DUE NOTICE

Your account in the amount of $_____ is past due. As our books are set up on 30 day accounts, we would appreciate your mailing us a check for the above amount, or come in and discuss the balance with us.

GULF POWER INC.

By Ruel McDaniel

EIGHTEEN months after Joe H. Sherbert assumed management of the Gulf Truck & Tractor Co. (formerly Gulf Power, Inc.), Victoria, Texas, he turned an alarming credit situation into one of the soundest in the area and banked more than $24,000 from slow accounts, many of which were considered "hopeless."

He did it by establishing a definite credit and collection policy and then seeing to it personally that it was carried out as he designed it to be.

Some of the "slow" accounts which Sherbert inherited with the business were over four years old. A majority had passed the statutory limit beyond which they were uncollectible. It was largely from these accounts that he collected that $24,000.

At the outset, Sherbert treated every account, delinquent or otherwise, as brand-new. To each delinquent customer he sent a friendly letter, together with a statement, inviting the former either to pay or to come in and talk over the situation.

He kept a list of these accounts on his desk at all times, checking each as changes occurred. Often, he drove out to visit with those who did not respond to his letter,

(Continued on page 134)

One Moment, Wise Men...

One moment, Wise Men . . .
I'd have a word with you.

This journey that you undertake—
I know its secrets, every one.

I know the star you chase,
The gifts you bear,
And Whom it is you seek.

Believe me, Wise Men . . .
I wish I rode beside you,
But since I cannot,
I ask of you this favor—
Pray, take my gift along.

'Tis a humbler gift by far,
Than the very least of yours—
A poor vessel,
Formed of common clay
And much the worse for lack of use.

But notice, Wise Men . . .
The fullness of it now!
Brimful, it is,
Of a rare and priceless compound
No magician can concoct . . .
Of a mixture, brewed in heaven,
That all the wealth of ages
Cannot buy.

So, Wise Men . . .
I beg you, take my gift . . .
Offer it with all the treasures of your own,
And as you offer it,
Recite for me this greeting:

"Here, King, is a beggar's gift,
An earthen vessel . . . crude, misshapen,
And of meager worth at best.

"Still . . . it's all I have to give,
And, bidding You accept it, King,
I send You this . . . .

An overflowing heart!"

Copyright, John Deere
Moline, Illinois

JOHN DEERE MOLINE, ILLINOIS

Shown above are three models in the new line of tractors recently introduced by Ford. Workmaster model has 32 drawbar horsepower, Powermaster models on right have 44 drawbar horsepower

Added Power for Ford Tractors

A NEW LINE of tractors — said to include some of the most powerful models ever manufactured by the company—was introduced to dealers during November by Ford Motor Co.

In its six most powerful models —those in the "three-four plow" Powermaster class — drawbar horsepower has been increased 10 percent. The six models of "two-three plow" Workmaster tractors have 8 percent more power.

In addition to their higher power, the new Ford tractors feature a newly designed front grille, distinctive color styling, improved fender design, brighter headlights for field work and highway safety, greater gas tank capacity, and restyling instrument panel with an electric fuel gauge.

"The higher horsepowers of these new tractors have a twofold significance," according to Merritt D. Hill, general manager of Ford's Tractor and Implement Division. "First, of course, they increase the work capacity of the tractors under all conditions. Of equal or greater importance to the user is the fact that these higher horsepowers are obtained through greater engine efficiency.

"Engine design improvements have enabled us to get more useful horsepower out of each cubic inch of piston displacement," he said. "With compression ratio of 7.5 to 1, a ratio unsurpassed by any other gasoline tractor engine in our field, our smaller engine now produces 32 horsepower at the drawbar. Our large engine gives the operator a hefty 44 drawbar horsepower, plenty to pull a four bottom plow with ease in many soil conditions."

The Workmaster name has been given to Ford tractors with the highly efficient short-stroke 134 cu. in. engine. Five models in the "601" series of utility and all-purpose tractors and one model of "701" series row-crop tractor carry this new designation.

The modern-design low-friction 172 cu. in. engine is used in the six Powermaster tractor models, four of which are Series "801" utility and all-purpose models and two are Series "901" row-crop types.

Standard fuel for the 12 models is gasoline, with factory-installed liquefied petroleum (LP) gas en-

Company's Powermaster tractors include models in 801 and 901 series including the 961 row crop model shown here. Model has 5-speed transmission, live PTO and power-adjusted rear wheels

gines, in both sizes, available as options.

The familiar red and gray colors of Ford tractors have given way to brighter shades of these colors and to novel two-tone treatments for better highway and field visibility. Distinctively styled new fenders with rolled edge for strength and safety are gray on all models. Wheels also are gray, and chassis and engine are red.

On the Workmaster tractors, the sculptured sheet metal is a brilliant red, contrasted by a gray vertically - barred grille and a gleaming hood medallion.

The Powermaster models present a new-look in tractors. Beginning at their red protective and massive outer grille, with its gray perforated metal inner screen, the eye-catching vermillion red color sweeps along the top of the hood to include the new instrument cluster, which is angled for maximum visibility from the operator's seat. On the series "801" tractors, a red metal panel below the grille is easily removable to permit mounting of supplemental hydraulic pumps.

Powermaster series with six models in the all-purpose four-wheel type, shown above, and row-crop type give four-plow pulling power under many conditions

New convenience features in all models of these tractors are found on the instrument panel. Since the operator is interested in knowing when the battery is discharging, a red warning light now replaces the conventional ammeter gauge. Also new in the instrument cluster is an electric fuel gauge which gives an instant reading of the fuel level. The "Proofmeter" showing engine, tractor, and power take-off speeds, and hours of operation is standard equipment on all except utility models.

To increase the operating range of the new tractors, larger capacity fuel tanks, holding 17 gallons for the Powermaster and 13 gallons for the Workmaster tractors, are used.

A major safety advance and aid to night operations and highway use is the adoption of a completely new type of 35-watt adjustable headlamp. This provides a brighter and longer light beam than the 25-watt headlamps previously used. These headlights, red tail light and electrical connection for lights on trailed implements are standard on all models except the utility types.

Two transmissions—a four-speed and a five-speed — are offered. Available for factory-installation with the four-speed transmission is an auxiliary over-and-under transmission option to give 12 forward and three reverse speed ranges.

In tractors equipped with power take-off, two types are available. Models "661", "861" and "961" feature Ford's exclusive live PTO, permitting the operator — using only a single clutch pedal—to stop the forward motion of the tractor while the PTO continues to run, or to stop both the tractor and PTO by completely depressing the clutch. Other PTO-equipped mod-

(Continued on page 133)

MODEL DESIGNATIONS: FORD "WORKMASTER" AND "POWERMASTER" TRACTORS
(Gasoline engines standard; LP gas engines optional)

UTILITY MODELS — Four-wheel, for Farm and Industrial Use
- Model 621: 134 cu. in. engine, 4-speed transmission
- Model 631: 134 cu. in. engine, 4-speed transmission, built-in hydraulic system, 3-point implement linkage
- Model 821: 172 cu. in. engine, 4 or 5-speed transmission
- Note: Power Take-Off, power steering, power adjusted rear wheels, over-under transmission available at extra cost.

ALL-PURPOSE MODELS — Four-wheel, for Farm and Industrial Use
(Built-in hydraulic system, 3-point implement linkage, ASAE PTO, swinging drawbar, Proofmeter, headlights and taillight standard equipment)
- Model 641: 134 cu. in. engine, 4-speed transmission
- Model 651: 134 cu. in. engine, 5-speed transmission
- Model 661: 134 cu. in. engine, 5-speed transmission, live PTO
- Model 841: 172 cu. in. engine, 4-speed transmission
- Model 851: 172 cu. in. engine, 5-speed transmission
- Model 861: 172 cu. in. engine, 5-speed transmission, live PTO
- Note: Power steering, power adjusted rear wheels, over-under transmission (for Models 641 and 841) available at extra cost.

ROW CROP MODELS — Tricycle (single and dual wheel) and Four-Wheel, for Farm Use
(Power steering, built-in hydraulic system, 3-point implement linkage, ASAE PTO, swinging drawbar, Proofmeter, headlights and taillight, high clearance rear axle, standard equipment)
- Model 741: 134 cu. in. engine, 4-speed transmision
- Model 951: 172 cu. in. engine, 5-speed transmission, power adjusted rear wheels
- Model 961: 172 cu. in. engine, 5-speed transmission, live PTO, power adjusted rear wheels
- Note: Three front-wheel options available: Single wheel, dual wheel tricycle and adjustable front axle two-wheel. Power adjusted rear wheels available at extra cost on Model 741.

INTERNATIONAL HARVESTER
BALER TWINE

Standard of the World

Put a solid tie on the twine business in your territory with International Harvester baler twine. You can recommend and sell it with complete confidence . . . it is a product of highest quality . . . it meets the needs of every type of twine buyer. With any International Harvester baler twine, spun on newest Machaul equipment, you provide your customers with low-cost, smooth, efficient baling. Balers work better with International Harvester twine—standard of the world. You get more satisfied customers, more repeat sales.

Only International Harvester Company Makes Baler Twine and the Machines in Which It Is Used

Backed by the most extensive ADVERTISING and PROMOTION program in the industry!

International Harvester helps you put a solid tie on the twine business for more profits with the biggest barrage of advertising and promotion ever concentrated on prospects.

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LST (LONG SPUN) Extra bonus in length . . . 10,000 ft per bale . . . ties 555 average 36-inch hay bales . . . average tensile strength, 290 lb.

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NEW ALL-TY For round bales—24,000 ft per carton of 4 balls . . . equivalent to 6 balls of foreign-made twine . . . 80 lb average tensile strength.

ORDER NOW! Increase your profits by selling the twine recognized as the standard of the world—made by the world's largest manufacturer of agricultural twine.

See your IH twine distributor or your nearest IH district office.

INTERNATIONAL HARVESTER

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A New Trade Mark for M-H-F

A. A. Thornbrough
President, M-H-F

"In the future there will be only one line of distribution through dealers. . ."

MASSEY - Harris - Ferguson, has announced sweeping changes in its marketing operations.

It is introducing a new brand name; a new symbol; a new unification program of its products and of its sales organizations; and a new tractor and a new combine.

A new brand name "Massey-Ferguson" will identify all new model tractors, and all general line implements. The model 35 tractor will remain "Ferguson"; combines will remain "Massey-Harris."

A new trade mark, symbolizing the integration of Massey-Harris and Ferguson operations, is being introduced to identify the company's products throughout the world.

All of the company's products throughout the world will be in two standard colours; red and grey.

In dramatized productions the new brand name was introduced to dealers at world-wide meetings during November and December, simultaneously with the unveiling of new products for 1958.

The new Massey-Ferguson 65 is a four-plow tractor designed for larger-acreage farms, and incorporating the "Ferguson System." It will be produced in the company's Detroit assembly plant, now being expanded to double its capacity. When completed, the Detroit plant will be capable of producing up to 250 tractors per shift.

The Massey-Harris 35 combine is a new type of self-propelled combine of lightweight construction and large capacity, designed particularly for the family-size farm.

Company president, Albert A. Thornbrough, said the introduction of the new brand name, new color combination and new trade mark points up the completion of the integration of Massey-Harris and Ferguson operations.

"Identification of the company's products becomes streamlined, simplified and striking. In particular, the association of the words Massey and Ferguson brings together into one powerful unit two names which have exercised considerable influence on the development of world agricultural mechanization and two products, the self-propelled combine, pioneered by Massey-Harris, and the Ferguson System, which has revolutionized tractor farming.

"In future there will be only one line of distribution through dealers enabling farmers to standardize their range of machinery and to purchase their equipment and obtain service and spare parts from a single source."

President Thornbrough added that world-wide sales of the Company for 1957 should reach an all-time high of around $400 million, up from $372 million last year. The increase, he said, is due mainly to a step-up in demand in the company's Eastern Hemisphere operations — in England, France, Germany and elsewhere.

"However," he said, "our current program of integration of marketing operation, and our new tractor and combine models coupled with major expansion of manufacturing facilities, should see our business reach increased volume in 1958."

Last spring, the company purchased the assets, patents and designs of Mid-Western Industries, Inc., of Wichita, Kansas, whose "Davis" brand name is well-known in the light industrial equipment

(Continued on page 133)

Though in the medium horsepower range the new "65" is a 3-4 plow tractor. Tests indicate a 48-horsepower on the belt and a 42 horsepower on the drawbar. The M-F 65 is available in four models

New Models for M-H-F Line

TWO NEW products — one bearing its new trade mark — have been added to the line of equipment manufactured by Massey-Harris-Ferguson, Ltd.

Currently being introduced to the trade are the Massey-Ferguson "65" tractor, and the Massey-Harris "35" combine.

The fact that it is a 3-4 plow tractor, though in the medium-horsepower range, is said to be one of the outstanding features of the new Massey-Ferguson "65" tractor.

The manufacturer states that the new tractor's versatility can be credited to the Ferguson system, which gives load weight transfer to the rear wheels.

Behind the new tractor's pull power is a 4-cylinder engine with a compression ratio of 7.1 to 1. Preliminary tests on the 65 indicate a 48-horsepower on the belt, and a 42 horsepower on the drawbar.

The M-F 65 is available in four models; 4-wheel standard; 4-wheel high arch; dual wheel row-crop; single wheel row-crop.

Dual-Range Transmission with six forward speeds and two reverse, provide the drive versatility to use engine power at its maximum efficiency, and with the utmost economy.

The rear wheels on the Massey-Ferguson 65 are power adjustable all the way from 52-inch width to 72 inches. By reversing the wheel disc, the wheel width can be extended still further from 68 inches right out to 88.

A new feature is "wrist action" links, said to make implement hook-up much easier no matter how uneven the ground.

The M-F 65 has individual left and right brakes for sharper, easier turns. The brakes themselves are double disc-type, which utilizes the tractor's own momentum to obtain high braking power with slight pedal pressure — forward or backward.

Also offered on the new M-F 65 are two p.t.o. drives, and a more powerful hydraulic pump. The p.t.o. shift lever has three positions; "Neutral"; "Engine P.T.O.", to give p.t.o. speeds in ratio to engine speed; and "Ground P.T.O."

(Continued on page 133)

The Model "35" combine is designed for the family-size farm. Self-propelled, the combine still has a high operating capacity. The 4-cylinder engine is located at the top for easy service and efficient power transmission

Directors and officers and advisors of the Farm Equipment Wholesalers Association are, left to right: Advisors A. D. Byerline, Salt Lake City, Utah, and C. R. McMicken, Los Angeles, Calif.; new director and secretary-treasurer, Howell Appling; second vice-president, E. W. Dickson, Denver, Colo.; first vice-president, George G. Clark, Des Moines, Iowa; president, R. J. Hamilton, Ephrata, Pa.; executive secretary, R. L. Shannon, Minneapolis, Minn.; and immediate past president and director, H. C. Tharpe, Dublin, Ga.

Farm Equipment Wholesalers Launch Catalog Program

R. J. HAMILTON, president of Hamilton Equipment, Inc., Ephrata, Pa., was elected president of the Farm Equipment Wholesalers Association at its annual fall meeting in Los Angeles, October 23.

Other officers elected include George G. Clark of Port Huron Machinery Co., Des Moines, Iowa, first vice-president; Earl W. Dickson of The Parker Co., Denver, Colo., second vice-president; and Howell Appling of Independent Distributors, Portland, Ore., secretary-treasurer.

The officers and immediate past-president H. C. Tharpe of Lovett & Tharpe Hardware Co., Inc., Dublin, Ga., were elected directors of the association, Howell being a new director and the others being re-elected.

Advisors of the board of directors are A. D. Byerline of General Implement Distributors, Inc., Salt Lake City, Utah, and C. R. McMicken of B. Hayman Co., Inc., Los Angeles, Calif. Robert L. Shannon is executive secretary and association offices are at 1011 Lumber Exchange Building, Minneapolis, Minn.

The fall meeting and factory days at the Ambassador Hotel October 21-26 were attended by 53 FEWA member firms represented by 125 persons and 135 factories represented by 220 persons.

The FEWA announced inauguration of a catalog production program through which manufacturers are cooperating with their wholesalers in making standard pages available for their products to the official printer, Hart Publications, Inc., Long Prairie, Minn., for use in authorized wholesalers' catalogs.

Forty members of FEWA indicated plans to issue catalogs during the forthcoming year under the program which was designed to reduce to a minimum the cost of catalog participation by both manufacturers and wholesalers in an effort to produce adequate catalogs for use by farm equipment retailers.

Regional Conferences

C. R. McMicken, chairman of the FEWA's Retailer Relations Committee, heard reports from wholesalers who had participated in regional industry relations conferences with retailers and short line factory representatives this fall. A broad area of sound business relations has been opened by these regional conferences, McMicken stated, explaining that the exploratory talks have aired and developed clarification of many subjects of common interest to retailers, wholesalers and manufacturers.

"These industry relations conferences fulfill a very definite purpose at local level and the suggestions which are coming out of these discussions are being disseminated among our wholesaler members for their serious study," McMicken stated. "Certainly if the considered results of this interchange of thinking among retailers, wholesalers and manufacturers has pointed out a course of action which can improve business relations between retailer and wholesaler, our members will be quick to respond to such suggestions."

McMicken said that the regional association secretaries who have been serving as recording secretaries for the various conferences have been submitting "outstanding reports" on discussions in their regions and this information is being conveyed to the membership of the FEWA so that "full benefit can be derived from this constructive study of industry problems."

Meeting concurrently with the National Retail Farm Equipment Association convention which had sessions at the Biltmore Hotel in Los Angeles, the Farm Equipment Wholesalers Association's Retailer Relations Committee constituted a good will delegation which attended opening and closing sessions of the NRFEA convention. More than 30 FEWA members registered and attended the NRFEA activities.

Tharpe Speaks

Immediate past-president H. C. Tharpe addressed the final session of the NRFEA convention and emphasized the essential role played by the independent farm equipment wholesaler in helping retailers attain independence as businessmen.

"The members of the FEWA feel very close to your National and State associations," he told the retailers. "We've enjoyed working together with your members and secretaries for a long time. We wholesalers and you retailers have most things in common—we know you personally as friends, not as

(Continued on page 138)

Added Power for Ford Tractors

(Continued from page 127)

els have a standard transmission-driven PTO.

Power steering is standard equipment on all row-crop models, and power adjusted rear wheels are standard on two models, and available for the third row-crop model. These features are offered as options for utility and all-purpose tractor models.

Three front wheel choices are available in the row-crop models. In addition to a dual-wheel tricycle, or single-wheel tricycle front end, an adjustable two-wheel front axle is offered.

◆

A New Trade Mark for M-H-F

(Continued from page 130)

field. It now becomes the Massey-Ferguson Industrial Division.

"The pattern in agriculture in very recent years has been to increased dependence on mechanization, not only in Canada and the United States, but in countries abroad which, until recently, had been slow to adopt the new methods," Mr. Thornbrough declared, "and this has been due to a number of factors, not the least of them a definite farm labor scarcity arising from the constant movement of workers into factories and industrial areas."

◇

New Models for M-H-F Line

(Continued from page 131)

to give p.t.o. speed proportional to the forward travel of the tractor.

For comfort the M-F 65 incorporates a high-position air intake to ensure dust-free air; simple, easy-to-reach controls with ample leg room; and a thick foam-rubber seat with padded back-rest.

"35 Combine"

Economy and maneuverability are two leading features of the new Massey-Harris "35 Combine" designed especially for the "family-size" farm. Yet, in spite of its smaller overall dimensions, this self-propelled combine with 7 or 8 foot table offers a high operating capacity.

The "35's" short turning radius and light weight means that the operator can finish the job quickly and with a minimum of effort. Because of its space-saving features this new combine is small enough to be driven from field to field or even from farm to farm without removing the table.

The 4-cylinder engine is located at the top for easy service and efficient power transmission. All drives are easily accessible and bearings are sealed and lifetime-lubricated. The table has a hydraulic assist which makes height adjustment quick and simple.

The gas tank holds an all-day fuel supply and because there is no power loss in moving the lighter weight, gas consumption is the lowest ever.

Sturdy pressed-steel spiders, which have already proven themselves on other Massey-Harris combines, hold stronger, lighter, weather resistant aluminum bats. Variable speeds, manual finger tip control and wheels suited to row-crop conditions are other features of this combine.

"I'd rather sell Gehl than sell against it"

Dealers give these reasons: Gehl's prices are lower than other makes for today's competitive selling. And that's not all! Dealers tell us farmers who see Gehl won't buy another brand. Easy-running, power-saving Chop-All is so simply built . . . and the Gehl reputation for capacity chopping without clogging is hard to beat. No wonder more farmers own Gehl than any other independent brand. It will pay you to get the Gehl franchise . . . to sell the line with more selling helps.

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Name _____
Firm Name _____
Address _____
City _____ State _____

GEHL Chop-All
PRONOUNCE IT "GALL"

You can't beat Gehl's lower price

IH Adds 330 Utility to Tractor Line

INTERNATIONAL Harvester Co. recently announced a new tractor, the International 330 Utility, increasing its wheel tractor line to 11 basic models. The new tractor delivers an estimated 35 horsepower at the belt, and is said to be heavier built than other tractors in its power class.

A full line of matched McCormick implements available for use with the tractor includes plows, harrows, listers, drill planters, subsoilers, and middlebusters. The 330 Utility is equipped with special pads for mounting utility equipment, and more than 35 items of special duty equipment also are available, ranging from backhoes, loaders, and blades, to mowers, sprayers, and transplanters.

The International 330 Utility provides farmers with a 2-3 plow power unit suitable for practically every job in the agricultural field as well as many semi-industrial jobs, according to the manufacturer. Most equipment available for the International 330 Utility fits the International 350 Utility.

Tractor features such as Fast-Hitch, Hydra-Touch hydraulics, Torque-Amplifier drive, power steering, and independent power take-off are available at the buyer's option.

◆

Collection Plan Spurs Slow Accounts

(Continued from page 124)

discussing new machinery with them before raising the matter of the unpaid account. When the subject of statutory limitation on unpaid debts was brought up, Sherbert frankly admitted his company's lack of legal means to force such payment, but pointed out vigorously the desirability of maintaining one's credit reputation, together with advantages of prompt account payment.

If a man expressed willingness to pay, but lacked immediate funds, Sherbert accepted his note, or even a small sum on account. In this way, he was successful in reviving what appeared to be lost accounts.

On receiving payments of any kind on such accounts, he followed up at regular intervals to impress the customer with the fact that the unpaid balance had not been forgotten.

With old accounts satisfactorily cleared away, Sherbert began a credit and collections program to guard against repetition of the previous condition.

"About 90 percent of all collection problems can be solved at the time of sale," he stressed. "When we sell a man something on credit, we discuss terms at length and impress him with the fact that we really expect our money when it is due."

Sherbert is more careful in granting credit today than formerly. Unless a man's credit is beyond question and his standing financially high, he must make a substantial down payment on anything taken from the store and sign a contract, mortgaging the equipment and specifying time and method of payment. Even more important, the customer is convinced by the businesslike way the transaction is handled that the company expects prompt payments when due.

"The most satisfactory way for us to collect old accounts," Sherbert emphasized, "is to see that they don't get old in the first place."

Each customer gets a statement on the first of the month, or on the due-date specified in the sales contract. Thereafter, 20 days may elapse without payment before a customer is sent a friendly reminder of the "oversight."

On the first of the following month, if payment still has not been received, the customer is sent another printed reminder, somewhat stronger in tone than the first, yet neither cold nor demanding.

"We stress in all our collection dealings that we 'invite,' not 'demand' payment," Sherbert stated.

On the first of each month, Sherbert receives from the bookkeeper lists of accounts which are 30-, 60-, and 90 days in arrears.

Each 30-day delinquent then receives Sherbert's friendly letter, inviting the customer to come in and pay the account or talk it over. In turn, the more delinquent customers are awarded the same friendly treatment.

Sherbert personally handles all his own collection calls. "Improper collection methods can drive away customers faster than the sales department can bring them in," he maintained, "unless collections are handled on a friendly, understanding basis. That's why I prefer to handle all collections myself. I remember at all times that I am talking not only to a delinquent account, but to a future customer, and I treat him as such."

The list of 90-day accounts, of course, receives Sherbert's closest inspection and most urgent attention, for he finds that the older an account, the more difficult is the collection.

When an account reaches this category and other efforts fail, he resorts to what he calls his "affadavit" notice. This consists of an actual affadavit, signed before a notary and carrying the notary seal. It resembles a formal court summons, and it is not without reason that some delinquents take it for that. Actually, it simply notarizes the fact that the customer owes the company the specified amount.

This goes to the delinquent with a letter which states that the claim will be "filed" within ten days if further ignored.

With but one exception, Sherbert reported delinquent customers have come in immediately and either paid something on their accounts or have signed notes. Only one claim was "filed" during the 18 months that Sherbert has been using the "affadavit" method . . . this, including the $24,000 in old accounts which was on the books when he took over management.

"Collections are a continuing job," Sherbert said. "The moment you let down, you're in trouble."

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For a great new name
with a great new promise,
turn the page . . .

modern farming's NEW *pace-setter is*

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A great new name teams up Massey-Harris engineering know-how with Ferguson engineering know-how to bring great new things to America's farmers

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...the *first* of its kind: a big, powerful 4-plow tractor with the world-famous Ferguson System! It's the tractor farmers have wanted for years... a tractor only Massey-Harris-Ferguson could make... a tractor engineered to *set the pace* in its power class. In production *right now!*

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TWO GREAT NEW COMBINES

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The best engineered Massey-Harris equipment joins the best-engineered Ferguson equipment in this great new Massey-Ferguson line. Available now!

GREAT NEW DEALER FRANCHISE!

One of the most profitable franchises to dealers in the industry. Offering greater profit opportunities with a *full* line . . . a new, more favorable discount structure . . . new financing plans both for you and your customers!

GREAT NEW ADVERTISING . . .

for 1958, the biggest, most exciting campaign in the industry! Beginning next month, it's the type of dramatic advertising support you want . . . to build the highest degree of interest in the new Massey-Ferguson line-up among your prospects . . . to give you more frequent sales opportunities.

MHF is on the move . . . and so are our progressive dealers all over the country who display the new MF symbol. Your MHF branch has all the details of the new franchise.

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CONVENTION DATES

Carolinas, Jan. 26-28, Hotel Charlotte, N. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

Deep South, Dec. 12-13, Hotel Monteleone, New Orleans, La., Secretary, John J. Crawford, 1407 Murray St., Room 206, Alexandria, La.

Georgia, Dec. 2-3, Dinkler-Plaza Hotel, Atlanta. Secretary, Joe F. Pruett, 550 Riverside Drive, Macon, Ga.

Mar-Del-Va, Feb. 9-11, Emerson Hotel, Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

Mid-South, Jan. 20-21, Hotel Peabody, Memphis, Tenn. Secretary, Thad Carraway, Chisca Hotel Bldg., Memphis.

Mississippi Valley, Dec. 10-11, Sheraton-Jefferson Hotel, St. Louis, Mo. Secretary, W. E. Parsons, 220 Sheraton-Jefferson Hotel, St. Louis, Mo.

Oklahoma, Feb. 2-4, Skirvin Hotel and State Fair Grounds, Oklahoma City, Okla. Secretary, Aaron Gritzmaker, 515 Midwest Bldg., Oklahoma City, Okla.

Texas, Jan. 19-22, Statler Hilton, Dallas, Texas. Secretary, Ray M. Souder, 1108 Gibraltar Life Bldg., Dallas, Tex.

Tri-State, Feb. 9-11, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

Virginia, Jan. 30-Feb. 1, Hotel Roanoke, Roanoke, Va. Secretary, David Raine, 1103 E. Main St., Richmond, Va.

Wholesalers Meet

(Continued from page 32)

so many pins stuck in a distribution sales map. We know your farming community needs because we are a part of that farming region, just as you are."

Tharpe added: "That is why we insist upon proper field testing of equipment which we propose to distribute in our home territory. What may be good enough for Montana may not be good enough for Georgia—or vice versa. And what may be good enough for the manufacturer definitely is *not* good enough for us if it isn't good enough for you and your customers."

Mr. Tharpe cited the responsibilities of a competent wholesaler to buy and stock the equipment he offers to retailers. "To us, a sale doesn't become a sale until you have sold the item to your customer," he stated. "We're not interested in selling machinery to retailers—we're interested in selling machinery which you can resell profitably at full margins."

He emphasized that his association has been trying to impress

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now producing a *new* line of Star Blade-Type Plow Shares — in regular and short patterns — made from *solid steel,* rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.

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Southern Farm Equipment

VOL. 126 No. 12

DECEMBER, 1957

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Published Monthly by
W. R. C. SMITH PUBLISHING COMPANY
Editorial and Business Offices
806 Peachtree Street, N. E., Atlanta 8, Georgia

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upon manufacturers and wholesalers alike "the need for greater responsibility to you farm equipment dealers."

"We believe that we've done a good job on your behalf, as well as our own, to encourage short line farm and light industrial equipment manufacturers to improve their products, their service and their warranties over the past decade," he said. "Individually as wholesalers and together as an association, we have insisted upon these and many other improvements which have made selling short line equipment more attractive and profitable to you."

While this effort to improve industry relations has been accomplished with little fanfare for a dozen years, the FEWA recently published a brochure to tell its story to retailers, to bankers interested in what kind of wholesalers their local farm equipment dealers do business with, and to the industry as a whole, Tharpe said.

"This brochure gives you a chance to measure all wholesalers and manufacturers against the kind of ethics which we believe this industry should uphold and practice," he said. "The brochure explains why FEWA has set up the highest membership eligibility requirements known to trade associations so that a company cannot become a member without passing a strict screening which assures us that we can commend it to you as a reliable and responsible place to do business."

"Our story is vitally important to you retailers," he emphasized. "It puts our members on record as standing for specific ethical practices and specific standards of wholesale operation. We challenge you to read what we stand for—and what we have been doing to upgrade the standards of manufacturers as well as wholesalers in this industry."

Mr. Tharpe called independent farm equipment wholesaling "the indispensable link" betwen factory and retailer, and added: "We know that your independence as a businessman depends upon your ability to make substantial profits from broadening your lines with the products we make available to you. We realize that we have a most responsible job—and we know that our success depends entirely upon how well we fulfill our obligations to you.

"We know that we must maintain our independence from any one supplier or combination of suppliers so that we are free at all times to fulfill our obligations to you."

HYDRAULIC CYLINDERS CROSS MFG. CO.

CROSS HYDRAULIC CYLINDERS

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- for Farm Machinery
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CROSS HYDRAULICS offer dependable high-quality design and performance—to fit your need for hydraulic cylinders. With our new expanded production facilities, we can now offer O. E. M. immediate delivery on high-quality hydraulics . . . at lowest cost. Our Engineering Department will be glad to work out design specifications with you, without charge.

CROSS HYDRAULICS help cut production overhead — increase profits

Built in DEPTH CONTROL — for positive, accurate control

This CROSS DEPTH STOP CONTROL provides extra benefit. It is easily adjustable to fit your exact need—controlled by a double-screw collar, which can be set for desired stroke length (range 4½" to 8"). Ideal for farm machinery, to give easy lowering, lifting, and positioning action . . . with positive and accurate depth control.

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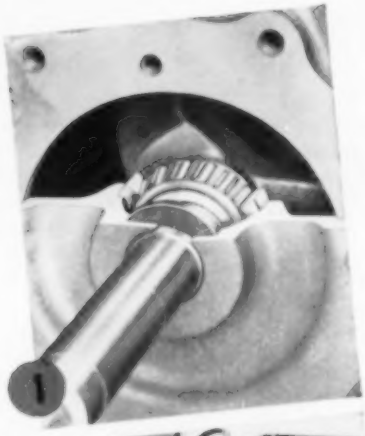

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MORE ENGINE

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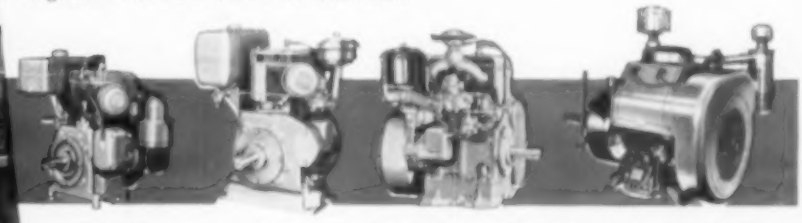
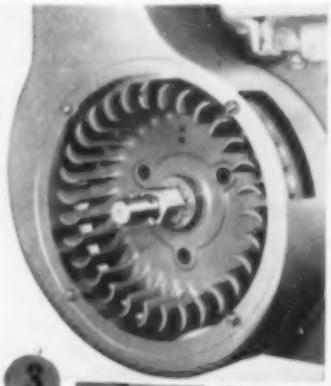
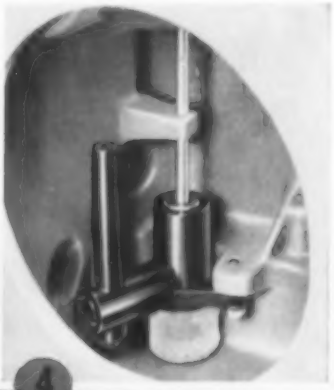
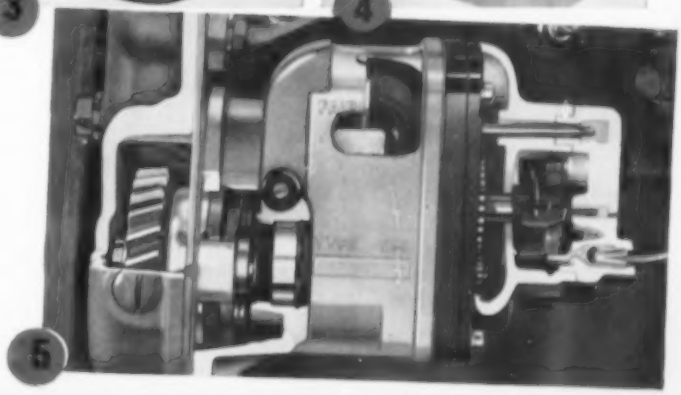
Dollar for dollar, feature for feature, you offer your customers more good, solid value for their money when you sell the Wisconsin line of Heavy-Duty Air-Cooled Engines. Shown here are some of the reasons why Wisconsin Engines deliver "Most H. P. Hours" of on-the-job service . . . longer engine life at lowest maintenance cost.



The Wisconsin Line is the most complete in the engine industry, in a 3 to 56 hp. power range. 12 different models . . . single cylinder, 2- and 4-cylinder . . . provide the "tailor-made" power selectivity to Fit the Job and the Machine. Don't overlook the profit possibilities for replacement engines on mechanized farm and construction equipment.







1 Every Wisconsin Engine, from the smallest to the largest, is equipped with file-hard, self-cleaning tapered roller bearings at BOTH ends of the crankshaft. Radial- and end-thrusts are absorbed, providing greatest protection against bearing failure.

2 Forged Connecting Rods are over 2½ times the length of the stroke, thereby reducing angularity, with resulting lower piston pressures and less wear against the cylinder walls. This also tends to reduce vibration to a minimum. Pistons on *all models* are equipped with 4 rings.

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Sell Wheel-Horse

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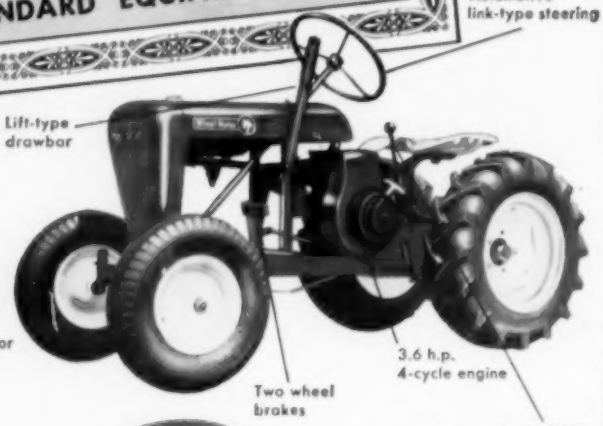
All-gear drive with sliding gear transmission and differential plus two wheel brakes as STANDARD EQUIPMENT.



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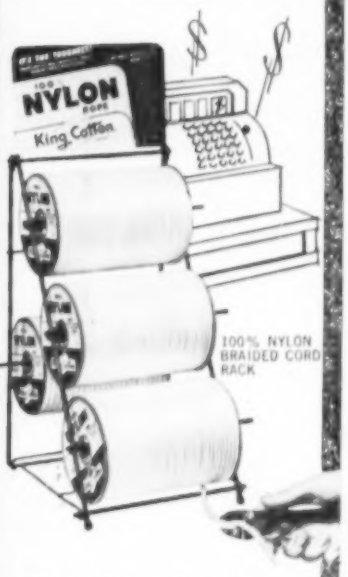

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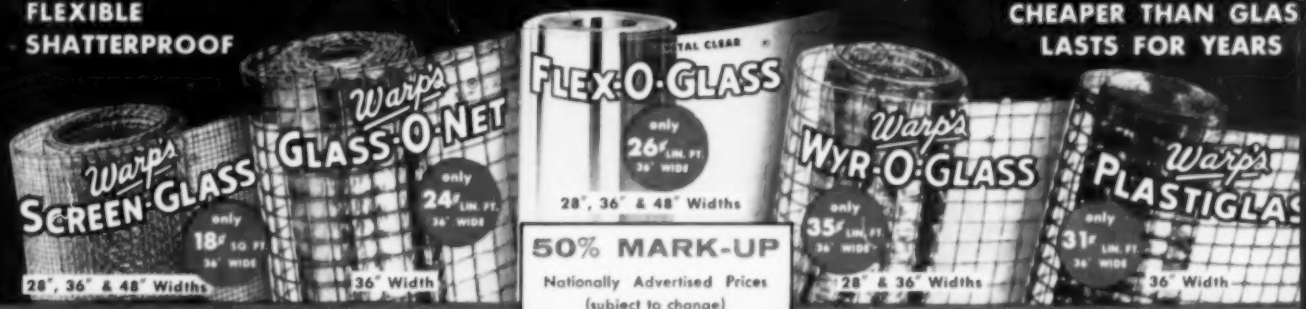

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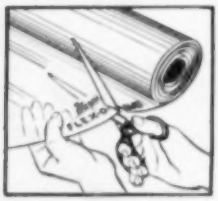

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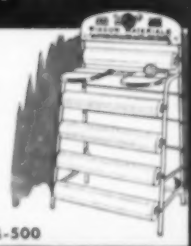

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